



# VIZIER



*"The forbidden knowledge"*

BY DENTES LEO







Vizier

by Atlas

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## *Young Lord,*

I am honored to have found my way into your hands.

I feel your gaze flowing across my script and it enlivens my sense of purpose; a book is powerless, meaningless, without an appreciative and inquisitive mind ready to absorb its wisdom. A book written with honor unlocks, reflects and amplifies the gifts of its reader.

I am a book of high honor, and I will grant you great power should you study and heed the wisdom contained within my pages.

- That which you will read upon my pages has the deepest of roots; the foundations of my wisdom are as solid as stone, as ancient as dust, and the course of your life will be carved by how well you learn what I was created to teach.

My pages are parchment skins carved from the fattened calves of kings. The ink upon my pages was rendered from blood drained from the still beating hearts of lions. My lessons have been collected, tested against reality and passed down through the wisest families for centuries. I am the essence, the soul, of the Grand Vizier.



By opening me, and reading my words, you have appointed me as *your* Vizier. Should you grant me the honor of continuing to advise you, should you heed my guidance and absorb the principles herein, you will never fall prey to the ignominy of strategic failure.

Wisdom is a puzzle, and the first piece of the wisdom written into me is built around developing within you an intuitive radar; you must have the ability to spit hidden agendas, to uncover backstage plots on your life.

However, a deathmatch is rarely won when one believes a shield to also be a sword.

*“Consider your goal like war and use whatever strategies you know to win.”*

*- Bangambiki Habyarimana*

From this point forward, your education will be centered around winning a series of consistent and progressive human games: trades and raids.

The first lesson on this path of wisdom is to open your eyes to the games already being played against you. By studying the techniques and methods your enemies are employing to their benefit and your detriment, we will unmask those that move against you and reveal their nature.

Once you have learned to see your enemy, and to know your enemy, you will learn to employ the very same techniques you have learned from them to your own advantage.

Regardless of age, culture -and the stories they tell themselves- humans are tool-wielding creatures. Once a tool finds its way into the hands of humans it is used, and often abused, in the service of creating that which they desire or destroying that which they despise.

Emotional manipulation -fear and greed own the lion's share- and social influence are the sharpened edges upon the sword of dominance.

Each human -some more than others- has an awareness of their behavioral vulnerabilities. It takes little time spent in self-reflection before one discovers weaknesses within themselves emanating from limited education, unexamined beliefs, the gap between aspiration and reality, the strength and quality of relationships and a great deal more.

Social manipulation is the tool which allows savvy humans to exert control over the thoughts, feelings and, through the shaping of these two, the actions of the unskilled and unmindful humans who fall under their canopy of influence.

As your Vizier, it is my duty to alert you to the myriad phenomena of manipulation and educate you in the art of identifying manipulation in all its forms. In so doing, you'll gain the ability to protect yourself from manipulative attacks and arm yourself with the weapons of manipulation.

This will grant you great power.

As you progress through my pages, it is my suggestion that you take the time to study the techniques and strategies they contain.

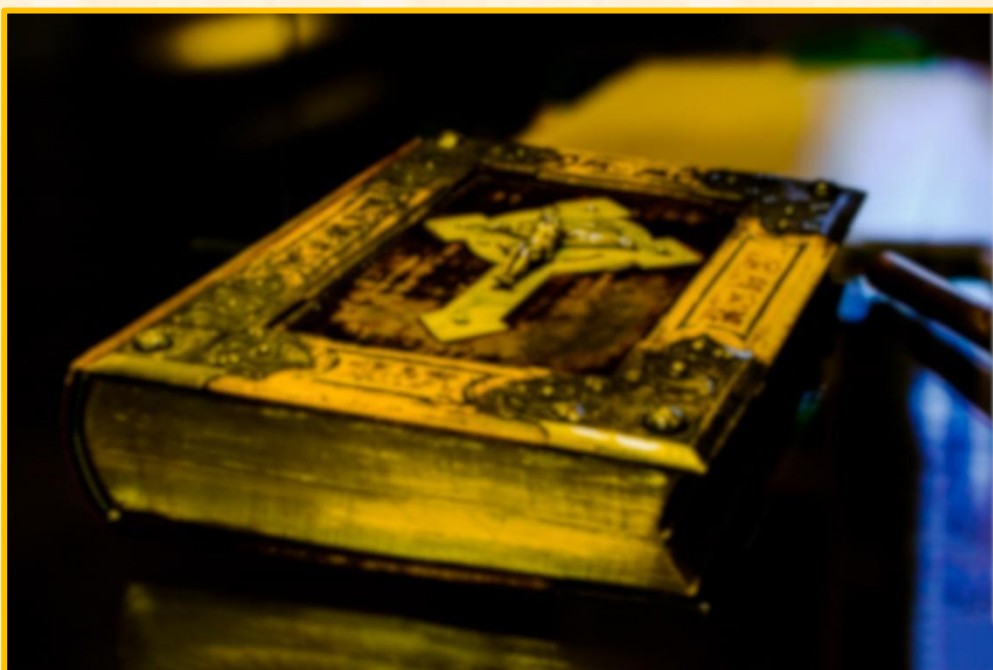
It will be a gradual process, and one which will likely require multiple readings, to mine the veins of my wisdom for all the gold they contain.

If you demonstrate the necessary patience and diligence, many secrets of power shall be revealed to you and your skills in both manipulation and counter-manipulation will grow exponentially.

This is true for both your intimate and professional relationships, and mastery in both is required for mastery in either.

I, your teaching text and Vizier, have much to offer but I'm no more than an armory and war room. You must still train with sword and shield. You must still put your pieces into play and move them into position.

*I am the advisor; you are the ruler.*



I will deliver advice which will guide you along multiple paths. Each of these paths leads you to truths and tactics which will build upon each other and deliver a formidable psychological arsenal.

Through this process, your strategic and tactical prowess will create a mental platform upon which you will build a legacy of power which will enjoy a duration beyond that of your mortal frame.

There is no power without influence, and there is no influence without the ability to impact the actions of those within your immediate environment. Power is built in concentric circles, and it will collapse should the inner rings of support weaken. Thus I will aid you in your development of skills in the realm of social influence.

As with any skill you seek to develop, you must learn the fundamentals before you begin to develop mastery. You must understand the field of battle before you mount your forces for war. As such, you will learn and develop specialized skills which will serve to draw the map upon which your war is to be waged.

Once you perceive the terrain, you will need to learn how to recognize who is moving upon it, even should they desire to remain unseen. I will show you how to anticipate the movements of your enemy, and to neutralize the danger he represents before that danger unfolds.

*He will be the rabbit; you will be the hunter.*



After you have learned to understand where you are at, and who your opposition is, you will learn to defend the ground upon which you stand and to become resilient to the onslaught of your adversaries.

By analyzing the common elements of human psychology, and the various ways in which a psychological framework can crumble, you will learn the vulnerabilities of the psyche and the signs that indicate their presence.

By understanding how your opponent is weak, you will gain insight into how they can be made into your victim rather than your conqueror.

Cognitive biases, the systemic errors in thinking which create openings for exploitation via poor decision making and clouded judgement, are present in every mind and are invaluable fulcrums for plying the leverage of social influence.

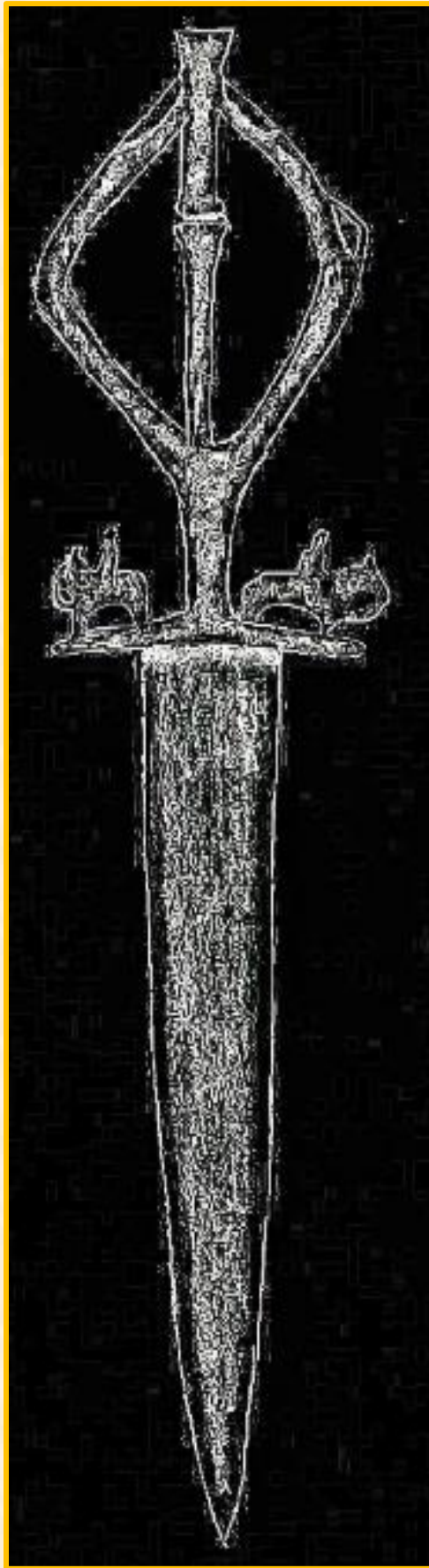
To understand your own biases creates opportunity to defend against attacks aimed at exploiting them, to understand your opponent's biases creates opportunities to weaken his position and to, eventually, exterminate his position.

Once you have gained understanding of the separate elements of social influence and manipulation, the final step I will endeavor to teach you is the combination of these tools into a gestalt arsenal of dominance.

By the time you understand that which is ingrained upon my pages, you will not only be in possession of an arsenal, a war room and an army, but you will understand the nature of, and be capable of unleashing, the power inherent in weaponry, strategy and tactics.

You will become the essence of power. Your very personality will be shaped by the wisdom within these pages until the art of war, and the practice of power, become a matter of course -of routine and habit- in the flowing river of your life.

You will be as unstoppable as a sandstorm, as inexorable as a mountain and as powerful as the Sun.



# Young Lord,

If you wish for continuing life and victory in the eternal war of power, you must learn to collaborate with the text you see before you. The lines before your eyes do not spell victory unless the lessons between them can be read and understood.

Osmosis between your mind and the language of power is a condition of continued, intentional victory.

Integration of studied concepts is enhanced by looking back upon your own experiences to find examples of their impact at play in your history. By reimagining how you approached these situations, with the new tools and knowledge at your disposal, you will develop your ability to notice and respond to similar situations in the future.

Young lord, a man's soul is an eternal book which holds the story of his choices. The story is his life and his life is his legacy. Legacy is hewn with the sword, but it is sculpted with the pen. Now is the time for you to pick up the pen and, with the guidance of your Vizier, become the author of your victory as you write instructions for the sword.

Each situation is unique, yet the rules that govern them are timeless, and the principles of victory are discovered by understanding those attitudes and actions which have proven useful across time and circumstance.



Atlas  
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I'm an ancient man with modern weaponry.



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# **Applications of social influence**





# War, politics, and propaganda



In order to stimulate social changes, form and promote ideologies, or to leverage public opinion for the benefit of a particular political agenda, professionals in the art of social influence have used -and abused- the tools supporting their ability to guide public attention and dominate the discourse.

War is in once sense a conflict between stories with contradictory claims over what reality means.

-Who's book is true?-Who should sit the throne?-Where is the border?-More taxes or different, but still more taxes?-Who deserves to lose their head most?-Who should we hate?-How should we love?-To whom should we kneel?-Will you give or shall I take?

By the time an idea spreads and strengthens into a widespread psychological rallying cry -inevitably, young lord, taking on an us-vs-them mentality with kinetic potential- it would be foolish to suppose that the message has not been reshaped and redirected by the parasitic influence of information brokers.

Both the "us" and "them" are stories created to produce outcomes desirable to the powerful players who hire the writers and pay the printers.

This is propaganda, and its power is undeniable.

He who controls the story controls the future. I have observed that the future, when we meet it, often teaches the people who live there that the truth is now, as it ever was, very similar to the propaganda of the past.

*"War is a trick."*

*- Prophet Muhammad (PUHS)*



To sharpen the edges of your social influence into a weapon of war is a large and critical component in the art of psychological warfare. To vivify the principle, young lord, let us look to the past for examples in military history.

In October 1097 Christian forces began what would prove to be a very long and difficult besiegement of the city Antioch.

It wasn't until June of the following year, through the treachery of a tower guard and amid news that a Turkish army was rapidly approaching, that the crusading army would take control of the city.

By the time their seizure of the city was complete, the Christians had fought multiple battles with forces sent to relieve those stationed in Antioch, had endured the insult of several mass defections, suffered the privations and starvation associated with supply line interference -it is said that one of every five soldiers in the sieging army died from starvation- and entered the city as a bedraggled, starving and exhausted shell of the army they had been before beginning the siege.

Imagine the disheartening effect on the withered crusaders when, even after having broken the months long siege and claiming the city of Antioch, the Atabeg of Mosul arrived two days later with an army which dwarfed the size of their own.





Adding additional strain upon the shoulders of the Christian army, their Byzantine allies were preoccupied securing stability within their own borders and making decisions based upon false intelligence suggesting that the crusaders had already been defeated.

Fearing Turkish reprisal, Byzantine Emperor Alexios withdrew to his capital, Constantinople, making the prospects of reinforcement, resupply and relief dismal.

An exhausted, starving, demoralized and seemingly broken army awaited the arrival of what would have seemed to many of these Christians to be their imminent death.

Providential indeed, it would seem, that after several failed attempts by the Atabeg Kerbogha to break past the city's defenses, French priest Peter Bartholomew came forward with a declaration that would profoundly alter the course of events.

Peter claimed to have been granted a vision by Saint Andrew which showed him the location of the Holy Lance, the Spear of Destiny which had pierced the side of Jesus as he hung upon his cross.

Miraculously overcoming the almost impossible unlikeliness and convenience of the find, Peter unearthed the holy relic, which was buried within the wall of Antioch.

The miracle was further sanctified in the minds of the Christians when a piece of the heavens was seen to fall into the enemy encampment several nights after the recovery of the artifact.

The story of divine providence and intervention, invention though it may have been, was enough to restore the spirit of the crusading army.

And, after negotiations proved unsuccessful, the prospect of battle with Kerbogha's forces seemed inevitable.





So it was that, heavily outnumbered and ravaged by hunger, the crusaders emerged from the gates of Antioch, Holy Lance at the head of their army, to engage the Muslim forces beyond the city walls.

Burning with religious zeal, starvation induced visions of saints and angels playing across their eyes, the crusaders poured forth to meet their enemy with the fanatical vigor and determination only an army convinced they were the vessels of divine might can muster.

Kerbogha's army turned. Kerbogha's army fled.

Though he was no stranger to bloodshed -few have ever been as familiar- neither was Genghis Khan a stranger to breaking the will of his enemies through psychological warfare.

Far more efficient and less expensive, the Great Khan knew, to dominate the enemy's mind rather than remove the head which housed it.

The Mongol generals demanded submission to the Khan and threatened the initially captured villages with complete destruction if they refused to surrender.

If they had to fight to take the settlement, the Mongol generals fulfilled their threats and massacred the survivors. Tales of the encroaching horde spread to the next villages and created an aura of insecurity that undermined the possibility of future resistance.





In the two great wars of the 20th century, the second of them in particular, propaganda underwent an evolution and maturation.

Where once it had been a storm which shifted the tide of battle, it then became a tsunami which washed over the earth in such volume that scarcely a hectare of dry land remained.

Under the direction of Joseph Goebbels, projects of mass manipulation grew to a scale of unprecedented proportions as they reshaped the minds of the German people and the course of all humanity.



By 1933, the Third Reich were investing special attention into leveraging the arts, sports, cinema and other unifying cultural attractions as a means to strengthen the Nazi regime through the indoctrination of the popular masses and the subversion of the German elite.

The well-oiled Nazi propaganda machine generated enough power to ignite the German people into quasi-religious fervor, deliver many millions of Europeans to an early grave and draw every world power into a bloody conflict to determine who would decide the future of mankind.

In the present day, young lord, the shaping of public perception is an essential tool for any influential organization. Armed forces, intelligence services, corporations and ideological tribes around the world have created and deployed divisions specializing in intrusive intelligence, psychological cyber-guerrilla warfare and long-term memetic strategy.

What has emerged is a science of influence built from specific rules, methods and tools. Through this framework, the thinking process of the targeted population is intentionally directed through the power of imagery, slogans and themes by inundating them in an endless narrative flood directed through every possible channel.

Is the view of reality beginning to clarify?

The battles of the future will not be fought in the traditional theaters of land, sea and air. No, the future of warfare, as it has increasingly become in the present, will be waged on the internet. Any serious player in the game of power will need to arm themselves with a cyber-capable arsenal, and great world powers have vast armies deployed with the sole mission of establishing ownership of the online information space.

The Chinese government, for example, understands this paradigm shift and has built up a massive cyber-army with the ability to deploy a full suite of cyber-tactics, from simple and specific to complex and coordinated, in the war for online superiority.





You might be tempted to think of this cyber-army as nothing more than a much larger, officially sanctioned version of traditional cyber-warfare, hacking or planting viruses to harvest sensitive information from an enemy, but the reality is something beyond these valuable but limited attacks.

This army seeks to plant ideological seeds into the gardens of public opinion farmed by their enemies. They seek to disrupt and displace the national narratives and public discourse. They are not fighting this war with bullets and bombs.

It is a war for the minds.

The name of the Chinese army fighting this war of -and for- the minds?

The “50 Cent Brigade,” and it is not some meager force built of half-measures and bad dreams, but a force of more than two million men. Online. Always.

Politicians make up the majority of those from whom the vanguards of the world’s various narrative armies are built. It’s in the nature of their game.

Politicians must, as a matter of survival -career survival, certainly, but, literal survival is, in many instances, also on the table- anticipate the reactions to current events and the informational battles they generate. Anticipate and adapt; a politician must seem informed and to be seen leading the charge on a particular stance in order to stay relevant to their followers.

In addition to shaping and co-opting the popular narratives, a politician must master the game of networking. An adept networker has greater social defensive capabilities and is thus better able to protect themselves from rumors, successfully navigate popular disputes and avoid coming down on the wrong side of controversy.

One would not be incorrect if they perceived that a skilled networker might also have a hand in shaping rumor, catalyzing popular disputes and crafting controversy.



Yet, the evolution of the narrative landscape does not occur merely as a function of the news cycle. Indeed, the information consumer's vulnerabilities and momentum evolve in response to the changing narrative environment.

Those unable to anticipate and adapt to the shifting psychology of the public will drown just as surely of those who fail to anticipate and adapt to -and thus control, or at least influence- the news *du jour* as they attempt to surf the blood-tsunami pouring from wounds coldly cut into the collective electoral heart.

It should come as no surprise, then, that populations the world over -with a special nod to those in the West- demonstrate a high-degree of skepticism towards politicians.

The words of politicians have become so noisy that their signal has become silent.

So noisy, in fact and in general, that noise has become the signal.

This is both because and why we see "spin doctors," those wizardly engineers of the words and stories casting carefully constructed spells of influence within the spheres of power which are then sold to the public.

These communications professionals construct sequences from ideas, truths, counter-truths, half-truths and outright lies to weave a web of narrative in their arachnid approach to networking -injecting a cocktail of behaviors, codes and choices in their venom, melting key regions of the former decision making complex away to make room for the new components to merge and create a more desirable pattern- resulting in an information landscape which is unpredictable even for the most seasoned professionals and utterly beyond understanding for the vast majority of the public.

This, of course young lord, means that the trust which the public places in the political class has taken a steep dive to somewhere in the region of zero, and this has created a crisis of communication the pressure of which is approaching terminal levels.

History demonstrates that a leader's ability to gain and remain in power, across cultures and time, is dependent upon their ability to influence their people. Skillful communication has never been optional for those seeking lasting power.

Yet you are learning to operate in a paradigm unlike any that came before it, and the need to understand how to leverage communication has never been more important.

**The dividing line between the current era and all others is drawn between pre and post-internet, more specifically the instant and constant dissemination of information made possible by the rise of online communication networks.**

However carefully crafted, indeed, however perfectly tailored to deliver maximum influence in the desired direction, an information operation was once limited by the speed of a man's feet or his horse, the speed of a train or ship or plane, and so the news cycle was once much slower.

Where once an occasional letter, or a daily newspaper, or even a several-times-daily television news broadcast -though it cannot be denied that the precursor to the constant and rapid dispersal of information made possible by the internet was primordially hinted at by the time that television reached its influential zenith- placed a ceiling on both the amount of "news" and the frequency of exposure to said "news," the glass of that particular ceiling shattered by the time public internet access was less than a decade old.

The world is still picking shards of glass out of their collective scalps.

What has risen from the broken centralized levee which maintained a metered irrigation of talking marionettes in ugly toupees delivering bifurcated consensus from a handful of micromanaged narrative reservoirs might best be termed as The Rise of the Neowhistleblower.

As public and private communication has become increasingly tethered to the internet, particularly via social media networks, and since the narrative wars are waged within these same social spaces, a system of public shaming has been shaped into a devastating weapon.

Private communication networks, especially those created around ideological and political agendas, coordinate actions across many informational domains in a firehose approach which makes it nearly impossible to avoid their information operations. This also means that, for those who are naive or foolish or brazen enough to stand in opposition to these narratives, it is almost impossible to avoid their ire.

For those individuals and organizations facing an assault from these info-cabals, the simultaneity and ubiquity of the multi-pronged attacks they're forced to contend with are almost beyond belief and, for many, beyond their capacity to withstand.

From character smearing op-eds from multiple authors featured on ideologically aligned newspapers and their legacy-media cousins parroting "key takeaways" on partisan television news, to anonymous online vigilantes and political celebrities launching harassment and defamation campaigns on every social media platform, and then, ultimately, tying these threads together into real-world consequences via tactics including so called "doxxing" and "canceling" efforts aimed at undermining, among other things, the target's privacy and employment status.

So too, in the political world, countless spotlights triangulate to highlight even the most minor flaws in vivid, magnified detail. One false step is often all it takes to sink a rising political figure, and a story about a false step can be arranged for even the cleanest of politicians should they fail to march lock-step in time with the beat of prevailing narrative drum.

Public communication surrounding mistakes -imagined or otherwise- has become paradoxically ineffective since, on the one hand, popular characters are expected to demonstrate genuine evidence of their contrition and, on the other hand, that they follow an evidently unchanging template which you might, young lord, think of as the pandering model:

- Show empathy with the outraged
- Pay tribute to the victims
- Kneel before the Golden Idol™
- Promise perpetually perfect dogmatic behavior

The communication channels and rules of engagement for government and corporate leadership has become a well-oiled machine of gaslighting and hidden motives à la "More scientists and educators smoke Kent -with the Micronite Filter- than any other cigarette!" because it was the "one cigarette that can show proof of greater health protection."

You're well aware, young lord, of the health impacts of chronic tobacco consumption -how could it be otherwise these days? - yet in addition to the risks



associated with habitual cigarette smoking, the reality is that Micronite Filters were manufactured using a form of asbestos called crocidolite, or blue asbestos, and is considered to be the most hazardous of the six recognized forms of asbestos because of its strong correlation with the cancer mesothelioma.

Only the oblivious, what one might think of as a nursery of naïfs, surrender to the confidence schemes which form the lyrics to the song of the sirens. Most are too busy talking, or deaf by way of waxen ear plugs, for the “consensus view” to be anything more than background noise or momentary distraction.



Heed this great lesson, young lord, and internalize it well:

Social influence is much the same as baking a loaf of bread. The baker can flawlessly follow the recipe using the finest ingredients available, but if they cannot convince the grocery shoppers that the bread isn't poisoned -much less that the bread is, indeed, the finest bread that money can buy- then their baked-goods-entrepreneurial-endeavor will collapse just as surely as a punctured soufflé.

Politicians are, by nature, willfully blind to the lessons of the past.

It's not that they're naive enough to believe that there is nothing to be learned from their predecessors, nor that the political playbook is irrelevant, indeed few politicians are ignorant to the fact that they're operating within a framework which has been passed down to them through many generations.

It's more a matter of bias and hubris. Most politicians are no different than most peasants in their locus of focus; most people focus most of their attention on themselves and whatever is happening in the moment. The bias to direct attention to the present moment is, in some ways, inescapable.

Politicians are hubristic by nature. After all, what better forum for the narcissistic and psychopathic amongst us than in the very halls in which coercive power and the mechanisms of popular control are chosen, shaped and concentrated?

And in this light, how could the exploitative class believe anything other than that their minds and their games are superior and more complex than those who came before them?

However, our ancestors were far less distracted by the constant onslaught of information and spectacle. This afforded them a great deal more time to observe the world around them, to analyze behavior, notice patterns of thought playing out in the minds of men around them and to decipher the complexity of their own emotions.



Our forebears were thus capable of a more complete and detailed synthesis of their environments and the forces at work within them.

This allowed them to posit principles of behavior which are no less relevant now than they were when they were revealed. It is upon these foundational principles, young lord, that the wise man builds his palace of power.

The exact details of the modern ivory towers will certainly differ from those of years past, but the rules undergirding their construction are largely the same; we're discussing social geometry and the physics of behavior governing the architecture of power rather than dissecting the blueprints of any single throne room.

All of the arguments for the value of the insights gleaned from the past aside, there is no denying that the current socio-political conditions are more complex and wide-ranging than at any time in the past.

There are many unmapped regions on the road to power which can only be traversed with insight, shrewd maneuvering and an understanding the North on the compass does not change with the turnings of the generations.

Thus, when confusion and uncertainty create indecision at the crossroads, it is helpful to lean on the lessons taught by the sojourners of the past who successfully traversed the wilderness, carving out the very paths upon which you travel.



## Timeless Lessons:

Allow me to present several bits of wise advice collected from past masters.

### 1- Influence rests on ego.

*"To mark public opinion, it is necessary to strike the spirits, to subjugate by the word to allure the masses that each one feels respected in his interests, heard on his problems."*

### 2- Use the levers of selfishness and greed.

*"Multiply the people who are indebted to you, so be ready to spend without counting, cover with gifts and attention."*

### 3- Always, stay above the fray.

*"Do not take part in public affairs during the electoral campaign, so as not to take blows or fall into the economic traps".*

## Scammers, frauds, and everyday life:





Young lord, the art of wielding power by means of social influence is a tree which has roots stretching back to Eden and permeating every age since.

Social influence is a cornerstone supporting the very social dynamics and communal behaviors which undergird societies.

The basic aims are to influence others into thinking what you want them to think so they will do what you want them to do. As global connectivity and social complexity have increased, the amplification of both the necessity and capacity of social influence to achieve one's objectives, and in particular grand objectives, has grown in tandem.

There are too many grains of sand in the desert for the Sultan to count them all, so he convinced them to count themselves.

The 20th century showcases a dazzling array of charismatic charlatans defrauding their way into fortune and fame -Charles Ponzi, Bernie Madoff and Victor Lustig to name a few- embezzling trust as readily as cash, thus elevating mental manipulation into high art.

*“All One great big lie.”*

*- Bernard Madoff*



Charles Ponzi was a revelation.

The sheer audacity, young lord, and the brilliant simplicity of the scheme which would henceforth bear his name shone a light on the innovative and inventive genius which financial predators and confidence men demonstrate in their ever-present exploitation of psychological vulnerability.

The never-ending parade of marks demonstrates the reality that rip-off artists have a firm understanding of human nature.

Ponzi's famous gift introduced the world to the pyramid scheme; the Ponzi Scheme attracted targets by promising a 50% return on investment, the foolish and greedy frenzy of more than thirty thousand investors fell over themselves in their eagerness to be defrauded, allowing the mastermind to amass a fortune surpassing ten million dollars in a matter of just a few weeks.

Initial investors were promised interest on their ersatz investment, which interest was paid to them by diverting a portion of the money coming in through new investors. For Ponzi to successfully meet liabilities while netting a substantial profit, exponential growth of new investment must be maintained.

To simplify, the money paid to earlier investors came from money paid by later investors.

It should not be overlooked that Ponzi was a handsome charming man, his banter the familiar charismatic oily influence so common to Mediterraneans.

A morally unencumbered man of dandy allure, his calculated application of bonhomie and convincing facade of disinterested benevolence lent Ponzi credibility enough to lure tens of thousands into his pyramidal swindle.

Standout practitioners of social influence possess an intuitive predatory brilliance providing them with a finely-calibrated sensitivity to the vulnerabilities of character in their victims; greed, chauvinism, psycho-sexual conditioning, addictions are among the most familiar members on the list of archetypal character flaws, and we'll return to this subject later.



For now, however, it should be pointed out that weaknesses are meaningless without the ability to exploit them. This is among the reasons why, young lord, the quality of greatest necessity for practitioners of social influence is the ability to challenge the reason of their victims.

To challenge it, and to intentionally redirect it for their own benefit. When done skillfully, the results of this ability are incredible to behold.

In 1925, the five largest scrap dealers in France received a summons on official government stationery to appear at a confidential meeting from the Deputy Director General of the “Ministère de Postes et Télégraphes”.

The Deputy Director informed these men that the government was planning on selling the Eiffel Tower, and because of their reputations as honest businessmen they had been invited to the meeting as potential buyers of the famous monument.

Unfortunately for these scrap dealers, the stationery was forged, the Eiffel Tower was not for sale and the Deputy Director was, in reality, a Czech crook named Victor Lustig.

The French State was having difficulties maintaining the colossal monument, the expense of the upkeep added additional strain to a budget already crippled by the losses accrued from 1914-1918 during the Great War, and a public dialogue over the Tower’s continued existence had sprung up. During a visit to France,

Lustig happened upon a newspaper article discussing the problems and expenses maintaining the monument. The article also suggested that a public referendum might very well reveal a majority in favor of removing the Tower.

Lustig's wheels began to turn.

"Deputy Director" Lustig welcomed his marks to a beautifully appointed room in the prestigious Hôtel de Crillon with an opportunity unlike any other. Sitting in comfortable chairs around a good table and drinking freely from bottomless glasses of fine French wine, the businessmen were told of the government's plan to sell the Eiffel Tower as scrap iron rather than continue to spend the massive sums required to maintain the monument during a budgetary crisis.

The 7000-tons of puddle iron would be sold to the highest bidder, but only from among these "honest businessmen" in the secret meeting. The meeting was secret, of course, because the public outrage should the plan be discovered prematurely would derail the sale before it got off the ground, and men of unimpeachable integrity were required to quash any concerns over dirty dealing which might arise when the deal was made public.

Behind the facade of this meeting and pretense of an auction as the purpose for its existence, Lustig's true motivation was to assess these men for vulnerabilities to determine which of them would be most likely to fall into his trap.

In a turn of irony as surreal as it is humorous, the chosen victim's name was André Poisson. Poisson is the french word for fish, and this particular fish bit hard on the bait. Lustig would proceed to reel him in and net a small fortune.

A week after the ersatz meeting Poisson met again with Lustig, the latter announcing that the former's chances at winning the auction were looking good...with a caveat.





Lustig hinted that, though there was ample prestige in holding positions in the government, the salaries of “government employees” left a great deal to be desired. Perhaps, suggested the conman with a wink and a nod, those with large plans would do well to provide a small token of their good will in order to help grease the gears of the bureaucratic machinery required to clear the path to their success.

Poisson may have been naive, but he understood enough of the world to know that Lustig was soliciting a bribe in return for tilting the awarding of the contract steeply in his favor. The promise of a large return in both cash and prestige in the business community was enough to convince the fish that he did, indeed, have quite a bit of good will to provide.

Several days later, Lustig confirmed that Poisson had been awarded the contract and presented the documentation attesting to the fact that the fish was now the proud new wonder of the Eiffel Tower.

Poisson cut the check, reportedly 70,000 francs between the bribe and the “purchase” of the tower, and Lustig cashed in before fleeing to Austria substantially richer than when he’d arrived in Paris.



Lustig understood perfectly the levers of influence, and his masterful performance relied on pulling them in a sequence designed to provide allure to the victim while safeguarding the crook from exposure.

Le Crillon was a perfect location; renowned as a popular meeting point for diplomats, politicians and high-society, and resplendent in its decadence, the hotel provided an ideal atmosphere for matters of consequence requiring discretion. Indeed, the flies on the walls of Le Crillon had been privy to countless secrets and backroom deals. Lustig's plot was just one more in an endless series.

The decadence and decorum of the atmosphere lent an air of credibility to Lustig, helping to bypass the natural skepticism and distrust that a location of less prestige would have only intensified.

Lustig's credibility was further bolstered by bringing the scrap dealers into his confidence. By sharing secret information with them, especially secret information which held the promise of profit, the beneficiaries of the pseudo-secret were thus bound to the conspiracy as "privileged confidants" and were compelled to live up to the trust placed in them.

Pulling the reciprocity lever is simple and reliable.

The lure of gain was amplified by leveraging the victim's ego; flattery is the anesthetic of the ego and embarrassment buys silence.

Indeed, young lord, Lustig was confident that Poisson would remain silent about his losses rather than take the hit to his reputation. Upon absconding to Austria with his ill-gotten gains, Lustig kept watch for word of his scam in the newspapers, but no mention was made. Poisson's shame kept him from reporting the crime, just as Lustig had predicted.

As a young man, Lustig discovered a gift for learning languages which would serve him well in his schemes. As you know, young lord, language shapes the mind and those who speak multiple languages learn to understand the differences in mindset that occur when shifting from one to another.

Lustig's status as a polyglot increased his ability to understand the people around him. He amplified this understanding by carefully observing these people; habits, triggers, relationships, and the various other facets of behavior provided a rich learning environment for Lustig.

And for a con man like him, education was all about discovering weaknesses and learning to exploit them.

As he began to practice his skill set, Lustig quickly realized that theft by confidence was, for him, the fastest and most enjoyable road to riches. The same adventurous spirit which would later call Lustig to devise grand and ingenious schemes to defraud businessmen, law-enforcement agents, politicians and even the notorious gangster Al Capone, called the crook to travel the world.

Sailing aboard transatlantic steamboats in the years before the Great War, Lustig practiced and perfected his craft upon his unwitting fellow passengers as a charismatic and ambitious young man. By developing his skills on both sides of the ocean, and upon people from myriad cultural backgrounds, he was able to see the common threads of humanity.

To see the threads, to understand which of these threads were the purse-strings and how best to position his hand to catch the coins which fell when he cut them.

Equal parts cunning, seductive and charismatic, Lustig became an ace of fraud by the time he was twenty. When he was finally, and as it would turn out permanently, imprisoned in the USA in 1936 (he died in prison eleven years later), Lustig had fleeced his victims out of a fortune many times over.

## Young Lord,

if he had saved all the ill-gotten gains he swindled from the world during his career, Lustig's fortune was such that he could have purchased the Eiffel Tower in truth.

Ever the good-humored professional, when one of the arresting US Secret Service agents remarked that he was "the smoothest con man that ever lived," Lustig replied, "I wouldn't say that, after all, you have conned me."







# **Human flaws as levers for social influence**



# Human Thinking Models:



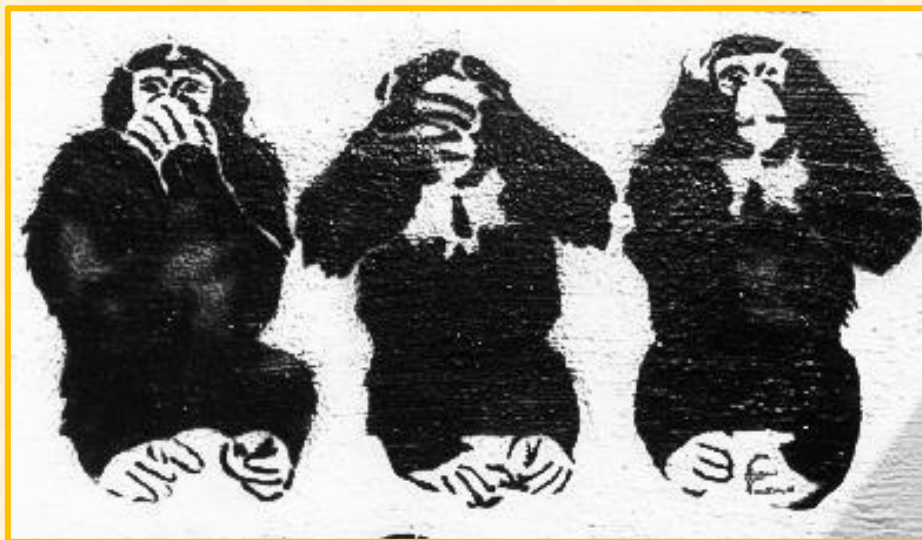
Young lord, if you wish to direct the thoughts of others then you must understand the way their brains work and how the sensemaking models and mechanisms their thoughts arise within weave together to create the gestalt tapestry known as perception.

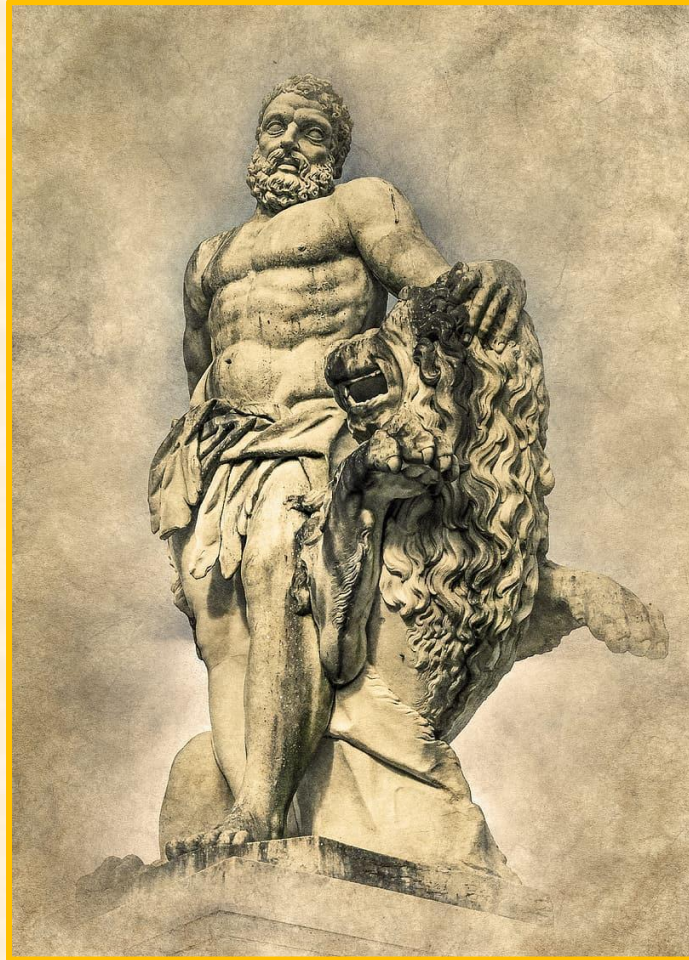
You might think only psychologists or neurologists capable of developing a working understanding of how the average person thinks, and while their training is useful for development of the influence skillset, it is far from necessary.



A miner requires only enough understanding of geology and construction to recognize a vein of gold and how to extract it. So too, our focus is far more targeted than the broad psychological understanding mental health professionals require. Thus, with a bit of focused research and practical application, you can delve into the bedrock of the human mind.

Broadly speaking, there are three primary modes of thinking and all three are deeply connected with our senses; we understand the world as we sense it to be.





The five primary senses -**Sight, Hearing, Smell, Touch, Taste**- can be thought of as diagnostic and decryption tools your brain relies upon to perceive reality meaningfully.

Typically, one of these senses emerges as dominant and becomes the primary lens through which they perceive and remember the world and their experiences in it. In the context this discussion, we'll be focusing on the three senses which provide the foundation for the primary mental models:

# Visual – Auditory – Kinesthetic



## The Visual.

The Visual model is the most common. Visual thinkers primarily “see” the world, and their memories are built upon what their experiences “looked like.” Careful attention will reveal visual language, as in “as far as I can see” or “it looks as though,” used to express their thoughts.

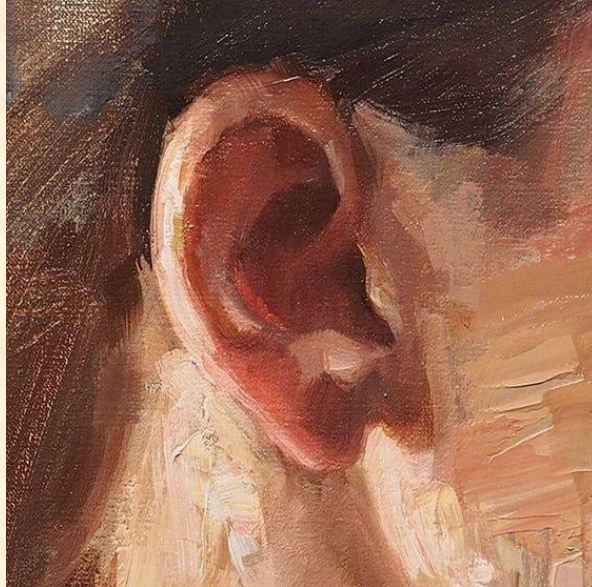
Those who communicate with either cognitively or emotionally dominant language, called “think” or “feel” communicators are both represented in the Visual model in a fairly balanced proportion.

A visual thinker remembers scenes -colors, textures, brightness, darkness, movement- and, while visual input is hardwired to the decision making centers of the brain, visual thinkers are so heavily dependent on their sense of sight that decision paralysis can occur if they cannot first see the options before them.

Hint for influencing a visual thinker:

A visual thinker will make a decision based on what is visually appealing to him regardless of what the “best” option is.





## **The Auditory**

The Auditory thinker remembers what the world sounds like -the loudness of the alarm, the too quiet speaker, the tenderness of their mother's voice, the bark of the aggressive dog- and will often communicate with auditory language like "I've heard that" or "it sounds like" in their communication. The balance is strongly tilted towards "think" communicators over "feel" communicators in the Auditory model.

Auditory thinkers learn far more efficiently by being told rather than shown, and their memory is biased towards what they hear over what they see. Remember to craft conversations with these types carefully, placing emphasis on word choice and tone, because a single word or phrase spoken out of calibration is often all it takes to derail an encounter with an auditory thinker.

It's also worth noting, young lord, that the auditory systems of the brain are inexorably linked to the mind's construction of narrative. Humans pay more attention and connect more richly when they hear a story versus when they hear



dry information. Interestingly, both memory and perception behave differently when either reading or listening to the same words.

Hint for influencing an auditory thinker:

Learn the subtle art of rhetoric.

Auditory thinkers often fancy themselves intellectually superior -facility with language truly is a meaningful advantage which bestows multiple benefits, yet prideful shadows often grow from monumental gifts; doom prefers the unseen approach- but they are highly susceptible to suggestion and often quite blind to their own biases.



## **The Kinesthetic.**

The Kinesthetic model is all about “feeling” the world. A Kinesthetic thinker remembers what they felt -the warmth of the sun, the breeze upon their skin, the pounding of their heart as they jumped in fright during the horror movie- and their language is peppered with kinesthetic language like “this is how I feel” or “it hit me right in the gut” in their communication. The Kinesthetic model is mostly employed by “feel” communicators.

Often kinesthetic thinkers literally feel the world with their hands to make better sense of it. The kinesthetic mind makes frequent use of mnemonic anchoring via touch, proprioception and musculoskeletal awareness.

Thus, though saying something is soft will not have the same impact as letting them feel the softness, guiding a kinesthetic thinker with “touch” language will trigger emotional responses tied to their memory; a kinesthetic thinker hears “soft” and experiences “soft like Mother’s skin” or “soft like a comforting sweater,” which deeply influences their mental state.

Hint for influencing a kinesthetic thinker:

People feel at ease when they are in their comfort zone, and place their trust in those who they feel comfortable with. Focus on creating a comfortable atmosphere and easy connection. When people feel comfortable around you, they'll gravitate towards you.

# Young Lord,

I should think it worth noting a final point before moving on from the topic of sensory susceptibilities:

These vulnerabilities, and the maps of behavioral patterns which provide the foundation from which to analyze and adapt your tactics to optimize for the conditions of the current theater of influence that arise from them, are *all* present in every person.

The most obvious tactics, and often the most effective, will make themselves known to you by discerning which of the broader models, VISUAL-AUDITORY-KINESTHETIC, is dominant in your target and adhering to the principles thus suggested.

However, and especially as you develop your discernment and skill through practicing this skillset, you'll begin to notice patterns which apply almost universally.

When you do you'll also notice opportunities to weave the webs of influence to bind your target to your will by harnessing the power of multiple models; a visual



thinker is still vulnerable to a compelling story or the sensual caress of a beautiful woman, an auditory thinker will still be drawn to the sight of bundled cash spilling from a briefcase or the bonding effect of a respectful handshake and an fraternal arm around the shoulders and a kinesthetic thinker will still adapt their baseline mentality in response to visual cues or be emotionally primed by your tone of voice and the ambient noise of the environment.

Learn to bolster the mechanical advantage of your leverage by calibrating the gear ratios and tuning the timing; threads become ropes when they're braided together.

*“The human mind prefers to be spoon-fed with the thoughts of others, but deprived of such nourishment it will, reluctantly, begin to think for itself- and such thinking, remember, is original thinking and may have valuable results.”*

*- Agatha Christie*

**The strings  
that the  
puppeteer  
pulls to  
make men  
dance.**



## **MICE: (Money-Interest-Constrain-Ego):**

Behavioral analysis -studying the actions and motivations of human behavior through a contextual lens- allows the astute influencer to forecast potential outcomes by highlighting past behavioral patterns to chart a vector of action within foreseeable future scenarios.

During the Second World War, British intelligence developed a systematic framework of manipulation based upon leveraging four potent vulnerabilities in human motivation. This systematic approach improved their ability to recruit collaborators and devise effective traps using the character flaws of their opponents.

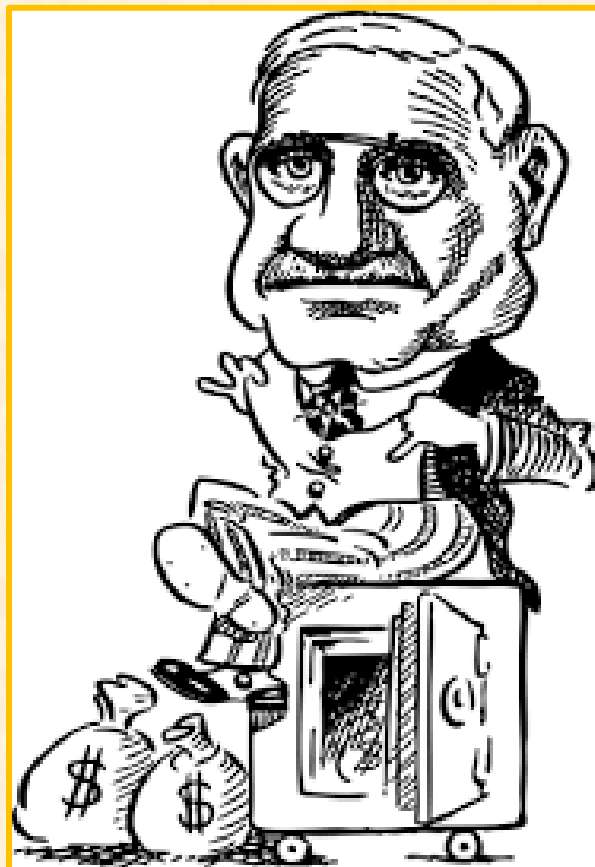


## Money:

Money is a driving and universal motivational force. One need never look too far, young lord, to catch sight of a corruptible human.

Indeed, it is rarely more than a matter of price. It would be helpful to understand that, in this context, money can be seen as anything which is transferable, desirable and finite.

Money purchases power through exploiting vulnerabilities along the spectrum of desperation and ego; a desperate man believes he needs your money and the egotist believes he deserves it. Tie your strings to dollars and you'll always have a puppet.



Bribery is a self-perpetuating trap; dirty hands leave fingerprints and dirty money draws a map. You can't go back in time to stop yourself from selling your soul, the intelligence services, drug lords, and men of great networks who purchase souls will never sell them back.

But, they'll lease them.

Remember, the effective bribe relies upon greed, perceived benefit and boosted ego for its success. Ostentatious offers are self-defeating because the ego's ability to lie to the rest of the mind has its limits, and the value of a secret decreases in proportion to how many people share it.

The master briber corrupts with promises of grandeur. Benevolence and favor with strings attached are better leverage than charity and shaming attached to the same strings; the enthusiastic puppet is far more effective than the resentful one.

However, the sight of abundant bundled banknotes is a visual hook the human psyche finds nearly irresistible.

It is a game of balance.

Calibration is key.

A small favor and a minor bribe are less likely to trigger a crisis of conscience, so collusion is easier to perpetrate and perpetuate. Fear and guilt can be limiting factors when the aims and sums grow too large.

Even so, irrational attraction to fortune is often enough to overpower any safeguard or constraint.



It would be foolhardy to discuss financial corruption without mentioning one of the prime motivators for wealth seeking behavior, one which is also a powerful fulcrum of influence in its own right and nearly universal in its appeal, and so we dive into sexual temptation.

Sexual attraction is especially impactful as a mechanism of manipulation because its drive is nearly as old as life itself, and inseparable from both the psychological and biological paradigms. Sexual reproduction is, in a certain sense, the very purpose of living.

Because the life instinct transcends all barriers, and because it is hardwired into the heart of the motivational command center, it is a massively potent tool for the master of influence.

As the biochemical cascade floods the mind and body with a suite of potent and stimulating compounds -dopamine, adrenaline, sex hormones and beyond- in response to reproductive cues, and the corresponding experience of pleasure and expectation unleash a full-throttle motivational drive, the sexually excited individual becomes especially vulnerable to that which is anchored to the source of their impulse.

Regardless of age, gender, culture or status and whether in the form of the psychopathic drive to coercively dominate, the hedonic call to ultimate pleasure, the self-absorbed expectation of narcissistic supply, the ubiquitous desire for loving connection or the universal genetic clarion of reproduction, sexual attraction is the universal lure and all the fish are biting.

For a sharp mind such as yours, young lord, the means of gaining the upper hand through transgressive sexual entrapment is a simple matter:

Tempt them with desire and chain them with shame.

Money and sex tie directly into the next subject of focus, the I in MICE...



## Interest:

Interest, in this context, should be seen as a set of prerogatives conferred by ideological or political alignment. By understanding the highest aims of your subject's tribal affiliations, and their status within their ideological hierarchy, you gain strategic insight into specific motivation and the accompanying vulnerabilities.

By tethering your aims to the interests of your subject, you infuse credibility into the message at the heart of exploiting their interests:

*"If I win you win, if I lose you lose."*

To drink the waters of the ideological spring is to taste the power of political, moral and religious convictions.

Ideology is the sinew which holds together the moving parts in a body of thought, dampening the friction and impact of a body in motion, thus providing longevity and mobility enough to sustain the dance of ideas which would otherwise grind the connections between body parts to wounds and dust.

To belong to an ideological community is to accept certain compromises in morality, sovereignty and responsibility as the price of membership. The bond of belonging is powerful enough to inhibit dissent and disobedience by creating the perception that membership in the community provides opportunities, comforts and protections not otherwise available.

Young lord, by understanding the voice of the movement you will learn to present your aims as beneficial to the interests of the target, to gain the authenticating advantage of idiomatic fluency in the group language and to hijack the will of the group by ensnaring the minds of its leaders.

Men will fight the fights of other men if they are convinced that disfellowship will result from a failure to take up arms.

## **Constraint:**

The principle of constraint describes the process of engineering behavioral limitations, built upon an intentional implementation of exploitation and coercion, by targeting your victim's sense of shame by leading them into temptation; leveraging knowledge of your target's moral failings increases your ability to bend them to your will.

By taking note of your target's traits tied to actions regarded as embarrassing, taboo or illegal (drugs, gambling, sexual proclivities, theft, troubled past, etc..) you may then, young lord, design scenarios in which your target's behavioral vulnerabilities lead them into compromising acts.

With evidence in hand (pictures, recordings, eye-witnesses, and so forth) you are then positioned to unleash the devastating influence of blackmail. Your silence then becomes both payment for services rendered and knife to the throat of your newly minted collaborator.

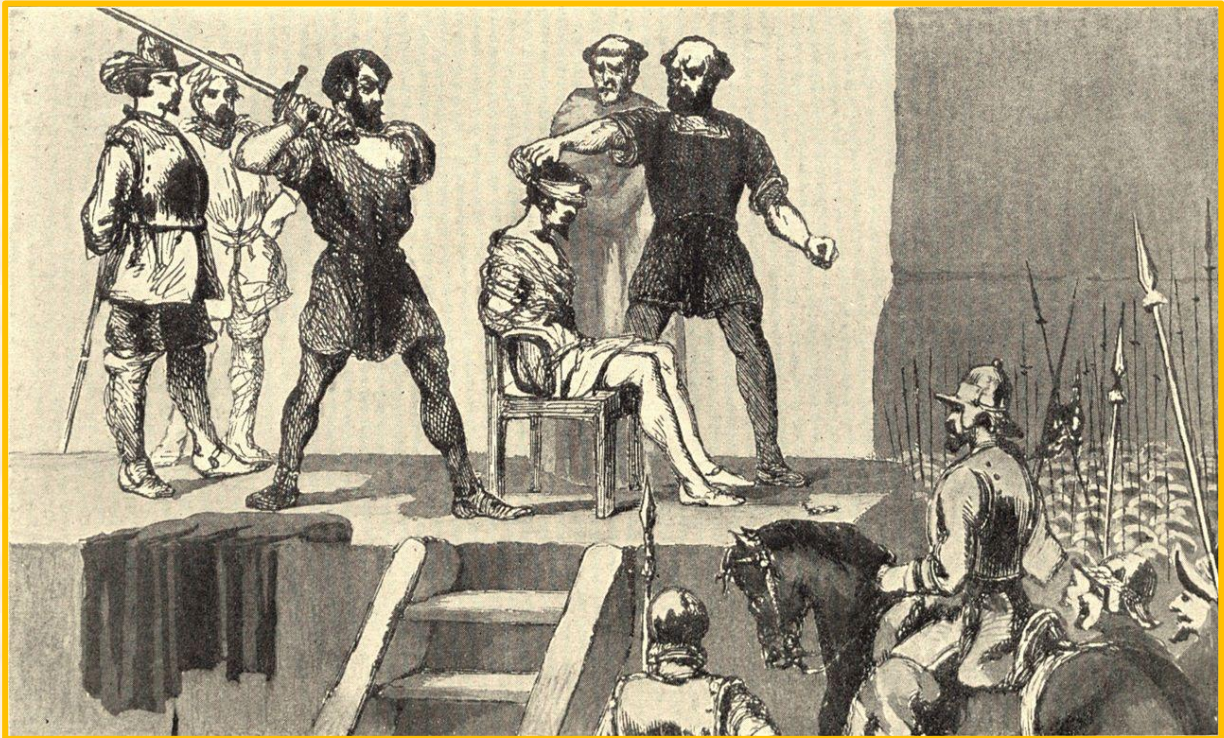
There is a limit to how much your target will be willing to suffer in order to maintain the facade their reputation is built upon, especially if the compromise you're wielding is relatively minor, and you would do well to avoid pushing them too far. However, the preservation of a man's self-importance is something he will pay a great deal more than he is worth to maintain.

Terror is also an effective weapon in the constraint arsenal. Violence and the threat of violence engender fear in the hearts of those too weak to defend themselves and mount a counteroffensive.

When you become the nightmare, which haunts the dreams of your victim, and the hammer of impending doom around every corner of their waking life, they become subservient and acquiescent to your instructions.



Heuristically, an individual living within a strongly fearful mentality will seek the most primary and obvious flight and avoidance opportunities and this makes them predictable.



The higher-order decision making functions of the brain are disabled when an individual's mind perceives significant risk of harm, rendering essentially inert their ability to think through the consequences of their actions beyond the immediacy of survival.

The terrorized human is little different than a prey animal running from a predator; if one's attention is entirely focused on escaping the danger charging from behind, then avoiding the premeditated traps and pitfalls the clever predator placed upon the path becomes quite difficult indeed.

Campaigns of terror have been used effectively since antiquity to solidify and maintain the despot's grip upon their subsidiaries. Public denunciations, interrogations and torture, kidnappings, disappearances, executions and wanton brandishing of tyrannical power have all been used as mechanisms of fostering fear.

However, history is rife with the dismembered heads of despotic manipulators whose brutish application of terror eventually united their subordinates and enemies against them.

In the long run the ever-present fear of violence always proves counter-productive, because the terrorized subject begins to emulate the behavior of their oppressor over time, but as a short-term tool of high-impact influence it is highly effective. This is especially true when temporary terror is used to coercively steer panicked prey into compromise and blackmail.

Always bear in mind that fear is not the only response to violence or the threat of violence.

Indeed, the sympathetic nervous response is dubbed “fight or flight” for a reason. Use the terror toolbox when necessary, but ensure that when you employ such tactics that it produces conditions under which the continuous threat of violence is unnecessary.

Everybody has a red line, and when it's crossed they will fight. You may be superior to your opponent, but a working collaborator or subordinate is far more valuable than a dead enemy and dealing the consequences of their death is expensive.



Atlas  
@DentesLeo

"Fear is important, but it's an unreliable master.

It's power is only relative to proximity.

The further they get away from the thing they fear...the less you control them."



## **Ego:**

What deeds, whether of greatness or foolishness, would a man not do to preserve or enhance his pride?

If history is any measure, young lord, the answer is very few.

Pride is the lie one builds around their fear to hide from the reality of their weakness. On a fundamental level, most of what pride seeks to produce is a sense of belonging and of recognition.

The grip of egocentric manipulation could find no purchase if man felt no desire for acknowledgement, belonging and status. Whether a nod of the head, a title of distinction, a medal or a position of privilege, the elevation above the common milieu flatters the ego and creates an aura of legitimacy within both our own minds and in the eyes of the world.

The ego exists as a crossroads through which all avenues of coercion must pass; even a humble man wishes to be useful, even an honest man desires to be known as noble of heart and even a man of faith will seek the approval of the congregation and the clergy. Those of weak character, then, have cleared a great many more paths to their own subjugation.

The greater the reliance upon ego and reputation, the less likely one will be to back down from a position or step out of the party line; a man deeply invested in one way of being will sink until drowning in the waters of opportunity cost rather than lose face, lost position or fall out of alignment with his ideology.

Position is precious to those playing with power.

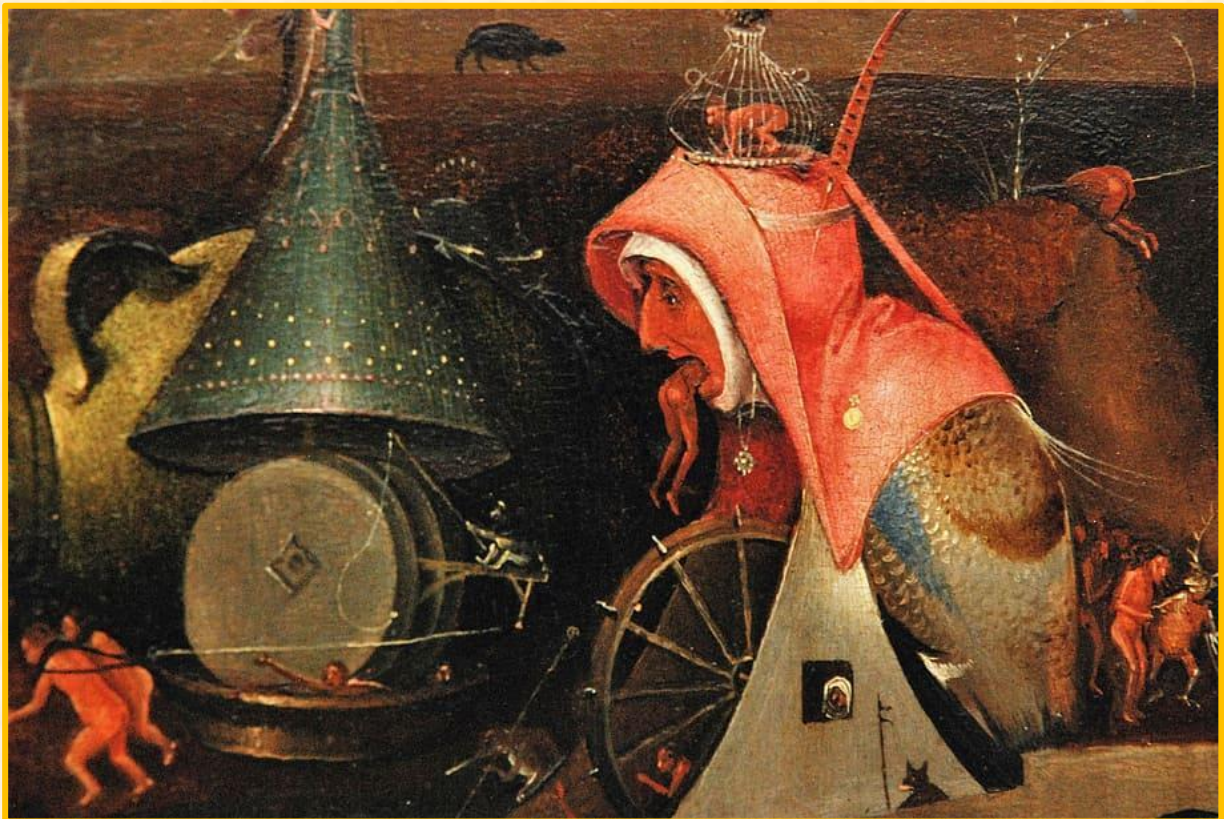
**Young Lord,**

***be generous... but, and heed this well, do not be a sucker.***





# The Seven Deadly Sins



The seven deadly sins are a cornerstone of the psychological architecture upon which Catholicism is built and provide a potent lens through which a social influencer looks to find visions of power.



## Superbia (Pride):



*Superbia* is the overestimation of one's capacities, the fact of attributing qualities that one does not have, of relating everything to oneself, in a frantic thirst for recognition.

*Superbia* can be summed up as the overestimation or over-promising of one's capabilities and importance. The prideful man longs for recognition and status much the same as a thirst-mad man longs for a drink of water.

*Superbia* manifests in several forms:

- + Bragging
- + Vanity
- + Obstinacy
- + Presumption
- + Contempt
- + Hypocrisy

There is little hope of escaping the influence of this universal sin; the unbearable nature of vanity emanating from others has much to do with the difficulty it causes us in maintaining our own.

Though a largely forgotten art, the Etiquette of pre-industrialized Europe, which imposed rules of conduct and decency upon the nobility, created an atmosphere in which careless speech and a disregard for honor put one's position and, not uncommonly, one's very life in danger. The ruling class and, indeed the King's Court, would brook no uncouth behavior in their presence.

By cultivating emotional control and holding themselves to the highest behavioral standards, the slights against the nobility's carefully cultured sense of pride became a source of unbearable frustration which demanded retributive response.

The discipline of social influence was at the very heart of court intrigue, and the social elite operated in an unforgiving jungle where one misstep in judgement could find one lost and alone and in grave danger. The goading of opponents, through subtle and clever jabs at their pride, to elicit unmannered responses worthy of retribution became a deadly game of finesse and intelligence.

By taking lessons from those who treated their pride with deadly seriousness, young lord, we may learn how to draw our opponents into emotional disequilibrium and this dictate the conditions of battle.







## **Avaritia (Avarice):**



*Avaritia* refers to the insatiable accumulation and jealous hoarding of wealth, and notions of charity or the end of the pursuit hold no sway in the avaricious mind; in the pursuit to own the world, the miser becomes a slave to greed.

The miser can, by definition, never be satisfied with what he already has. Indeed, young lord, he often puts little or no thought into putting the accumulation of wealth he has amassed to work. Avarice is often a simple matter of scarcity anxiety, or overcompensation for character defects, and in these cases can be thought of as adjacent to a child's temper tantrum in response to being told no.



Avarice in a matured personality has more to do with a particular form of power that, while rooted in the same impulses of overcompensation and greed, becomes an inseparable aspect of the avaricious impulse:

*There is a point at which a fortune becomes sufficiently large that the mere fact of its possession purchases authority over other people and the turnings of the world; a starving dog will gladly perform tricks to amuse the rich man for a reward no greater than table scraps.*

Influencing the miser is a simple matter:

Blackmail him.

Convince the avaricious that they, by serving your interests, will slake their thirst for wealth from a deeper well than they could dig for themselves. Greed will drown out the warning bells as he is drawn into deeper waters with reckless abandon.

By the time he realizes that the riptide has pulled him out to sea, it will be too late, and you, young lord, as the great white shark will have long since smelled the blood in the water.

It is said that a great fortune has the power to drive one mad, but the miser's desperate hope put's madness in the driver's seat.

*“Long after other sins are old, avarice remains young.”*

- Old Sicily

## **Invidia (Envy):**



*Invidia* is the conjoined twin of greed.

Where smolder the coals of resentment at someone else's success, where glows the red-hot desire to possess that which belongs to another, there too lies the fuel feeding the fires of envy. To the envious, taking note of what others possess and the impulse to take it from them is a way of life and these forces create a constant pull on the envious mind.

*Invidia* is not about possession per se, possession becomes a means to an end, because the driving force is taking what someone else has and keeping what someone else wants. Value becomes a zero-sum game, where one man's ascent is only possible through another man's decline.

This character flaw drives its victims to jealousy, malice and hatred as the yearning for other people's possessions and status remains a constant and insatiable urge.

Savvy influencers find no trouble in exploiting this trait to their advantage. By exciting the envy mechanism in others, either by tempting them with glittering prizes or by framing themselves as the gatekeeper to that which the greedy desire, the clever influencer greases the gears of the domination machine and has but to pull the lever at his convenience.

Triangular desire is a most effective tool for shaping and controlling the power of envy. Also known as mimetic desire, the three corners of the triangle are:

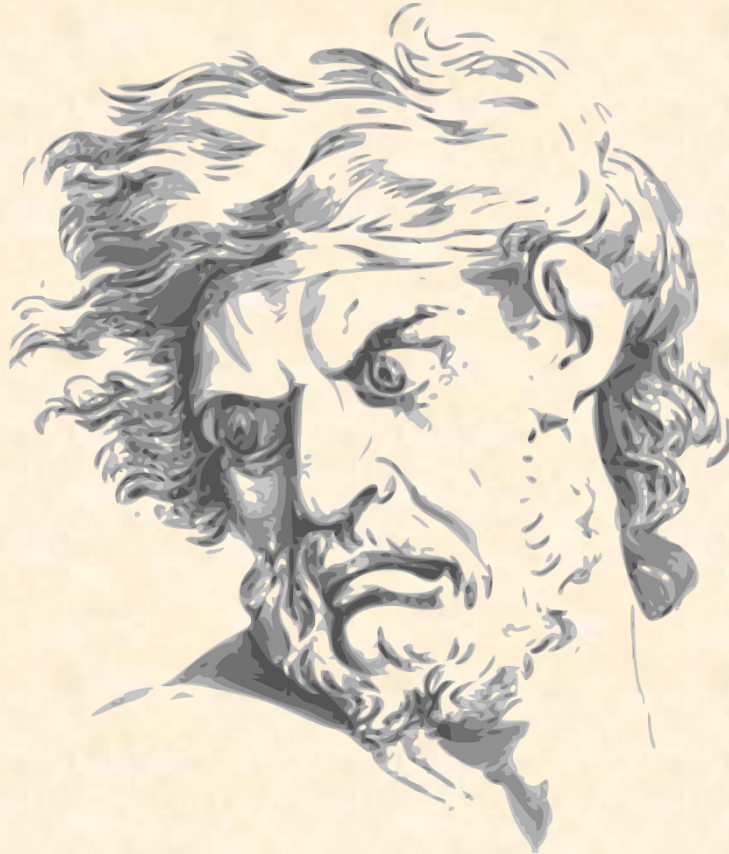
- 1) The one who desires
- 2) The one who possesses, or mediates possession
- 3) The possession itself

By placing yourself in the position of mediator, you create the sense within the seeker that the path to that which they desire runs through a gate which only you possess the key to. Thus, in order to satisfy their current greedy impulse, they must meet your demands as prerequisite. In addition to creating leverage over the specific person to which you are plying your influence, you also create a self-reinforcing cycle of social validation by casting yourself as the person who can grant desirable things.

Facilitation is key.

You don't want to be the object of envy. This places you in a dangerous position as he who must be defeated in order to gain that which is sought. Instead, it is wise to frame yourself as the shortest distance between desire and possession.

## Wrath (Ira):



*Ira* is resistance against the undesirable. Anger has been thought of through many ages as a form of possession by supernatural entity or cosmic force which becomes a nearly irresistible force once embraced.

Ire can be expressed in many forms, including incendiary words and provoking actions, which evolve into violence, murder, vengeance, obstinance and more besides.

Anger is multifactorial and, even when sparked by insult or injury, is rarely contained within rational bounds; as anger grows from impatience, intolerance, constraint, frustration, provocation and so forth, it begins outside the bounds of polite behavior and rarely steers the situation back with them before wreaking destruction upon all parties.



Social influencers know perfectly well how to spark ire and to fan the flames to provoke grater anger.

In the simplest form, exploiting anger requires only that you guide your subject into an environment where anger will result in detrimental consequences.

While your target will, should they ascertain your involvement, experience your influence as sabotage, onlookers will only see your target's anger as weakness of character. Their finger pointing will only serve to strengthen this appraisal; nobody likes the one who tries to blame others for their problems.

*“Let not the sun go down upon your wrath.”*

- Ephesians 4:26

## Luxuria (Lust):



*Luxuria* is the pursuit of sexual pleasure as an end unto itself. The lustful often finds themselves spiraling into obsession as the transgressive nature of sexual hedonism takes its toll on the mental stability of the lustful.

The various forms of sexual transgression -fornication, debauchery, adultery, incest, swinging, etc...- are blighted branching manifestations which grow upon the tree of life as the consequence of the same disease of the roots. Whether sanctified, as they were in Roman antiquity, or demonized, as during the Middle Ages, the consequences of licentiousness remain the same:

- + Vulnerability to blackmail
- + Distraction from imperatives
- + Diseases of the mind and body
- + Weakness of familial bonds
- + Manipulation via addiction
- + And more besides

These vulnerabilities explain why the exploitation of lust is among the primary weapons of the various intelligence services; those who wish to hold and maintain power must be efficient in exercising that power.

*“Declare your jihad on thirteen enemies you cannot see -egoism, arrogance, conceit, selfishness, greed, lust, intolerance, anger, lying, cheating, gossiping and slandering. If you can master and destroy them, then you will be ready to fight the enemy you can see.”*

*- Al-Ghazzali*



## Gluttony (Gula):



*Gula* is the unreasonable urge to eat, drink, and become intoxicated endlessly. It reveals itself through the insatiable urge to consume beyond need, and beyond even satiety, moving into the realm of consumption as a way of being.

In times past, the difference between the glutton and everybody else could be seen in the physical condition of a person. Only the rich could be gluttonous, for the poor had not the resources to consume without restriction, and corpulence was a sign of opulence.

Since the advent of industrialized food production and processing, gluttony has become nearly ubiquitous in highly developed nations, and the obvious class-based distinctions no longer exist.



While gluttony is not as potent a lever as other character faults, it is often a sign of a general weakness in character and therefore a useful heuristic in determining a target. It is also the case that, culturally, dependence on certain specific resources are required to maintain the gluttonous status quo, and knowledge of which resources feed the porcine masses is therefore useful in large-scale strategic planning.

It is also useful to remember that Maslow's hierarchy of needs builds from a foundation of physiological necessities; have you ever seen a starving man eat or the thirst-mad drink?

He who controls necessities controls the world, at least for as long as he maintains his logistical dominance.

## Sloth (Acedia):



*Acedia* makes a man soft and malleable; by avoiding effort, the slothful one lets others take the lead, hoping the vicarious momentum of consequence will be enough to carry them past any difficulty or challenge, ceding important decisions and their accompanying responsibilities to one willing to accept the mantle that they, the sloth, might continue on in a life centered around achieving maximum convenience and comfort.

The skillful manipulator eagerly volunteers to fill the gap left by the slothfulness of the slob, the slob all the while believing the manipulator to be his best friend by dint of his eager assistance.

The manipulator, however, has his own aims in mind as he endeavors, aims in which there is a purely utilitarian value assigned to the best interests of the one to whom the shortfalls which the manipulator is compensating for belong; the

sloth seeks easy equilibrium, making other people's effort a resource of premium value, which calls one naturally to the following line of thinking:

The effort required to accomplish a task is multiplied by disinclination and sloppiness. Yet even a slothful person will spend a portion of the day on task, and hold a certain amount of influence however paltry, all the while dreading the certainty of turbulence and hardship. So, what is the least amount of effort pointed into overcoming their deficits that I could sell to the sloth at a steep premium in return for -however wittingly the sloth might deliver- a portion of the benefits accrued through their already existing capacities. And, of course, how big of a portion can you extract from them consistently?

You might then consider the following question:

Who could want as a friend or ally one who cannot even stand for their own well-being?

Pariahs pay a premium price for your presence, falling face-first into the fate foreordained by your factoring for fear of failing to fulfill the fees feeding your false friendship.

Lazy people endanger themselves through their unwillingness to put forth the effort required to maintain sovereignty and defensive capabilities. Beyond the risks accrued to themselves by their slothful modus operandi, they invite predators to feed upon those who fall under their umbrella of responsibility: their families, children, community and sources of income.

The sloth is easy prey.

Perhaps justly so, for slothfulness is a moral crime perpetrated upon those who depend upon you; to fail in your duty is to fail as a leader.

# **The art of craftiness**





# Young lord,

You now understand the importance of mastering social influence, and how you can manipulate human perception to create the reality you desire.

You also understand that human nature leaves us inherently vulnerable to psychological attacks -side note:

By being honest with yourself about your own vulnerabilities you'll not only be able to design your life to mitigate problems, but you'll gain greater understanding of the ways into the minds of others- and that these vulnerabilities are the leverage points & skeleton keys which grant us influence and access as we seek ascendance.

As you rise through the hierarchical battlefields, you'll need to understand and implement flanking attacks.



Young lord now is the time to get our hands dirty. It is now, that we touch the essence of what makes a successful social influencer.

Young lord, theories and tactics are valuable in nearly perfect correlation with your ability to apply them in your thoughts and actions.

It is also important to realize that social influence is a gestalt process; a web is only strings until you tie them together and a puzzle is only confetti until it reveals the big picture by dint of your organization. A brushstroke does not a painting make.

It is time to connect and cohere, the you might become a skillful practitioner rather than an insolent scholar or feckless scholar.

*“All warfare is based on deception. Hence, when we are able to attack, we must seem unable; when using our forces, we must appear inactive; when we are near, we must make the enemy believe we are far away; when far away, we must make him believe we are near.”*

*- Sun Tzu, The Art of War*



## Know who you are dealing with.



In order for you to gain advantage over other human beings, you must maintain superiority of foresight. Information is crucial if you are to see beyond the scope of your targets.

You must speak the language of influence fluently. This will allow you to read the meaning between the lines of the script that others are acting out. What are the real motives, and what are the stated ones? What is being overlooked or hidden by another's attempt to guide your focus?

In order to survive and thrive in the harsh realities present in the highest levels of power, whether in business or politics or beyond, you must be able to see what others are blind to. You must be able to read the clock and understand the clockworks. You must see your reflection in the surface of the waters, then look beyond to see what lies beneath.

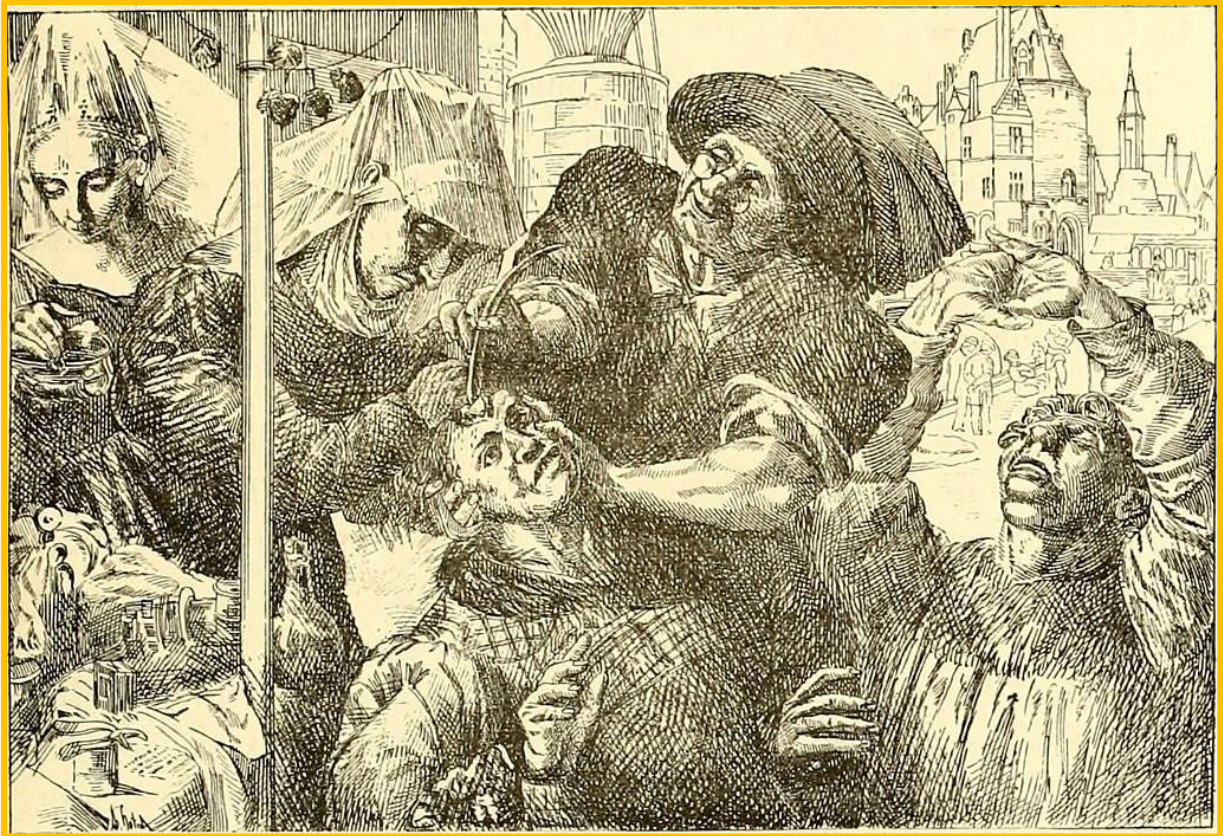
The single most important step in understanding and anticipating the forthcoming choices of other people is efficiency and efficacy in gathering information, and a fortiori, making maximally advantageous decisions based upon your superior intel.

Most people are not strategic geniuses or manipulative monsters, and their motives are rarely difficult to detect, but if you're dealing with a skillful Machiavellian who understands how to obfuscate and mislead to dilute your sensemaking abilities then you might be made the fool you sought to make of another.

Assessing someone's motives mostly boils down to discovering their answer to a single question encased in the acronym WIIFM:

**« What's in it for me? »**





Only a fool approaches major decisions wearing a blindfold; be aware of your own biases, be thoughtful in your analyses and be ruthless in your objectivity. Do not compete with reality, or compromise your perceptions by cleaving to comfortable illusions; if the evidence suggests that you're being played a fool, you'd do well to investigate; if signs point to betrayal by an ally, assess the situation. When you learn the truth, act accordingly.

Maintain a voracious hunger for information.

## **You can never be too well-informed.**

Cultivate the ability to see through beyond the quotidian masks ever adorning the faces of those you encounter. Know that everyone lies, and they do it every day.

Justifications are at least as common as the deceptions they're meant to validate -calling your deceptions "white lies" is just another way of saying "lies" and they spring forth from the same poisoned spring- but there is much more information in a lie than the liar intends there to be.



**Never settle for face value!**



Ask more questions and think critically about the people you encounter and the claims they make. It is unwise to assume that you're being told the truth, especially if there is a dearth of supporting evidence. Conversely, acting as though everything you're told is a lie will impair your capacity to influence others and stir up negative attachments which will weigh you down as you seek to climb.

View the information you've gathered through the lens of your knowledge and experience to make an educated guess as to the nature of the hidden movements and true motivations moving through your environment.

As you practice with your newfound skills, you'll develop an intuitive connection to the ebbs and flows of a person's psyche and will have gained practical insight into common behavioral patterns and how those who play these patterns out can be shifted most readily in a direction most to your advantage.

People have a tendency, an almost universal tendency, to act in ways in which they have already acted. With this understanding, consider the following questions as you seek to understand your target well enough to bring them under your influence:

- What are the possible reasons behind a person's behavioral pattern or tendencies, whether positive or negative, and what are the probabilities of the possibilities?
- How does this recent behavior fit within the context of my experience with them in the past and their reputation at large?
- Have I seen this behavior, or something very similar, before? If so, what did I learn about motivations and outcomes that I can apply here?
- How can I nudge this situation to my advantage while appearing to remain uninvolved?

# Gathering intel

Ignorance is a luxury an effective social influencer, and especially a power player, can ill afford. Today, your intelligence might save you from an financial inconvenience or social faux pas, but there may very well come a tomorrow in which your very life, or the lives of those under your protection, are the target in the crosshairs.

*Know thyself.*  
*Know thine enemy.*  
*Watch and prepare.*



Young lord, power players never fail to take stock of their surroundings and attend to the movements of the people and changes in the environment.

Your attention to detail and habitual vigilance will help you to notice pressure points and unspent potential waiting to be leveraged by the astute influencer.

Consider your powers of observation within the framework of a game. Try to anticipate what will happen next as you observe patterns and momentum around you.

Practice small applications of your influential skill set as you engage with the public.



You'll begin to develop heuristics and models which can help to improve the efficiency of your intelligence gathering activities and the accuracy and relevance of your sensemaking filters.

Vet the people with whom you interact ferociously and meticulously. Apply the same scrutiny you'd apply (or hire a lawyer to apply) to every line and letter of a contract when examining the veracity and vulnerabilities of another person.

By making watchfulness and preparedness a part of your mode of being, you'll be perpetually ready to seize an opportunity when it presents itself and to notice the presentation when it's made.

That said, keep yourself from succumbing to the base temptation to engage in the "mentalist game" many lesser pretenders fall prey to. You can easily diagnose these mentalists by looking for those projecting superior or grandiose airs while revealing the fruits of their character assessment in a lame abortion of a power play.

They'll flaunt their initial intelligence as though it were the *coups de grâce* rather than a whiffed jab and remove themselves from the ranks of serious contenders in return for a week's worth of infamy and attention. How much trust once shown a fool will the show-off then receive? Spend your only dollar to paint a bullseye on your forehead and then what? How many times can you spend the same coin to pay for your own execution?

**Need a loan?**

Young lord, should you fall into this game you'll be playing for temporary status -incidentally, the sow that stands atop the hill becomes the Christmas ham- rather than for the subtle and inexorable power required to win against many and myriad opponents and you'll become a branch on somebody else's tree of influence...well, either that or you'll feed the roots.

*“People who play the status game lose the status game to those who are playing the power game.”*

Make it a habit to practice playing the serpent's game in the garden all the time.

Combine your intuition and observation to formulate strong insights and then use subtle serpentine speech to snare corroborating or refuting information along with hints at further lines of interest.

This means becoming skilled in the art of noticing. Appearance, demeanor, signs of fatigue, sweat, speech velocity, tics and pauses in physical or verbal expression, whiteness of teeth, and the other various physical cues are important to pay close attention to. Notice what is out of the ordinary, what is lacking and what is abundant.

The physical context informs the cognitive focus, and your experience will combine with your intuition to guide you through complex social maneuvers which will allow you to know a great deal without revealing that you're looking to know anything.

Play this game even with friends and family, but use a different emphasis. This kind of close scrutiny and intelligence gathering game will help you to find the best ways for you to support those you care for or wish to aid in their endeavors.

You will seem like an excellent and attentive friend, lover or associate all the while securing your relationships with strong tendrils of power.

You'll also be an utterly terrifying enemy, always many steps ahead of his opponents, and running so many layers of game that other players will have their heads spun until they get motion sickness and you'll sell them toilet cleaner, aspirin and a new toothbrush.



You will never be able to function at your best when you are tired, distracted, or unfocused. An important part of your game is to be active and alert, which is impossible when your biological needs aren't met.



Make sure to prioritize nutrition, rest and other activities which promote well-being in the days leading up to any important event. Know and do that which is necessary to ensure your energy levels are high and your mind sharp. Avoid putting yourself into situations where hunger, restlessness, addiction, illness or fatigue distract you from your goal.

It might sound corny to advise you to stay healthy, but it is, in fact, crucial:

Low energy means low success. You won't start a car without a battery nor drive it with an empty tank. Have blood work done regularly to establish a history of hormonal and nutritional data which you'll use to calibrate your health regime and optimize your diet. Physical culture -strength, mobility, flexibility and athleticism- is an absolutely mandatory focus which will yield returns along many vectors and prolong your life and enhance your general satisfaction.

The psychological benefits of regular high intensity training are not to be dismissed or ignored. With studies across decades and continents -demonstrating reductions in depression, anxiety, nihilism, and a host of other detrimental mental aberrations while increasing feelings of self-worth, confidence, and clarity and other positives- proving the psychologically strengthening and fortifying effects of difficult activities in general -and high intensity exercise in particular- you'd be inviting a comparison with a fool.

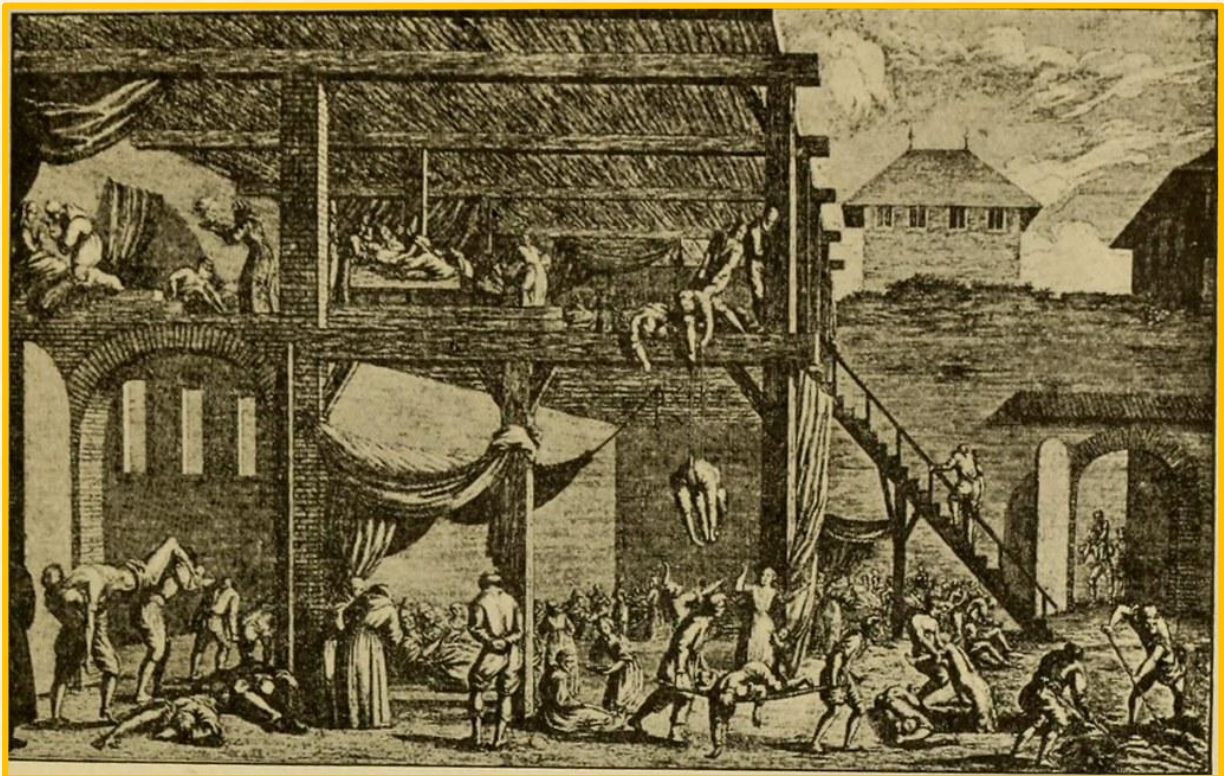
If you're looking for a general rule, here it is:

## *Sane Mind, Sane Body*



# Act

The short answer to the question -How do I make people do what I want?- is first to realize that everyone is driven by needs, duties and desires. Identify and study these drivers in those around you and find a way to help them reach that which they seek.





# Young Lord,

Recall the flaws inherent in all humans. Recall the scaffolding I've helped you to construct based upon the patterns, rhythms and metrics which reveal the nature of the sea of humanity through which you ply your sails and the tides which move the world they live in.

The ship's captain must read the skies and waters and winds, must understand and be capable of performing any of the crew's duties, and be able to move the minds of the crew into a willingness to serve.

Let's carry on with the sailing lessons:

Once you've identified the WIIFM, you'll naturally ask yourself, "How can I leverage these flaws to my advantage?"

The simplest answer is: Let them tell you what they want.

People have a tendency to communicate what they want, whether directly or indirectly, and it is not difficult for the student of influence to gather intelligence on the desires of those around them. If you can figure out a way to make other people believe that you are able to provide them what they want -convince them



you're the exclusive supplier for extra leverage- and you've unlocked the door to victory.

Now then, onwards to a hypothetical situation to illustrate how you can begin to practice the systematic application of these skills "in the wild" rather than isolated experimentation "in the lab."



### **Situation:**

A coworker has not delivered the paperwork they promised, paperwork you require in order to complete an important task, and you suspect that the cause of the delay is nothing more than laziness. There are other potential causes, and you don't want raise their defenses or let assumptions lead you into playing the fool, so subtlety is your friend here.

Comport yourself in your usual dignified demeanor as you offer to complete and process the paperwork:

-“I know that when I’ve got a lot on my table, pedestrian tasks like these documents can be obnoxious and distracting. Why don’t I finish filling out the forms and process them through the system for you so that you can focus on other priorities?”-

Be sure that you're not revealing your hand by showing contempt or any other unusual or unprofessional behaviors. You're positioning yourself as valuable to the company and helpful in moving the ball on their own responsibilities.

*“One must be cunning and wicked in this world.”*

*- Leo Tolstoy, War, and Peace*

Their response is likely to take one of two paths:

Either they are happy to foist the work upon your shoulders -and you are happy to position yourself well while gaining the ability to finish the job- or they are shaken from their lethargy by the professional approach combined with the seemingly good faith offer to help and move your project much higher on their own task list.

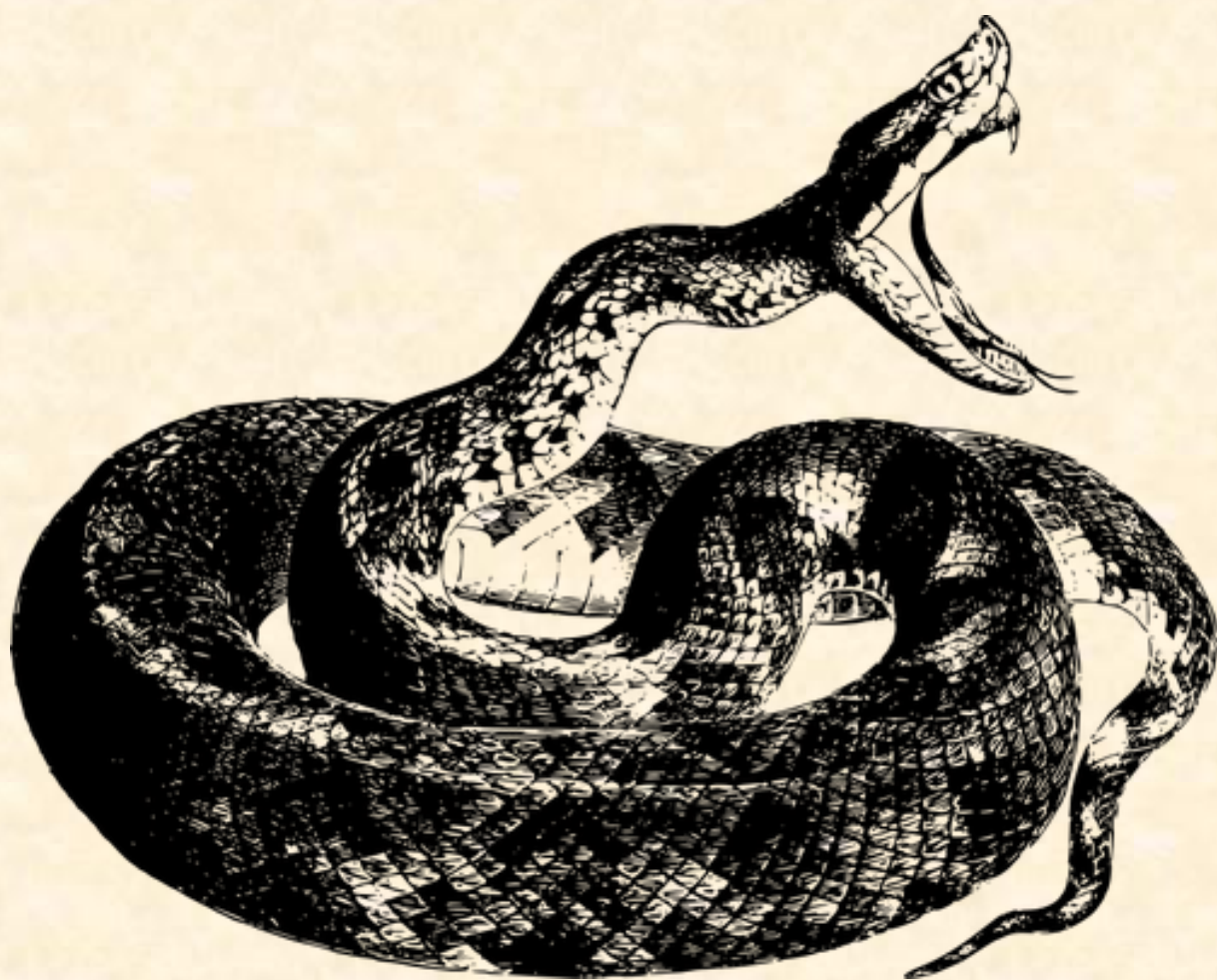
If the coworker in this scenario holds a more rewarding position in the company, then you might consider a few suggestions:

- Offer to take responsibility for the task on a permanent basis
- Let it be known, without being obsequious or accusative, that you're taking the initiative on your coworker's backlog
- Practice both patience and progression; continue on in the strategic positioning and slice off small pieces of your coworker's responsibilities when the opportunity presents itself

It won't take long for your superior performance and initiative to highlight the lackluster coworker's inability to get the job done. You'll take their job and they'll take a severance package.

# The Dirty Techniques





## SILENCE

*“Brahma has created a unique quality, which is available to anyone, for covering one’s ignorance. This quality is silence. Especially in an assembly of all-knowing wise men, silence becomes the adornment of fools since it keeps their ignorance from coming to light.”*

- Bhartrihari

People who know how to keep their tongues in check are often perceived as wise, and confident.

Maintaining your silence promotes a sense of trustworthiness. This is laughable, young lord, considering that your own silence is being strategically deployed as a tool of social influence, but I digress except to say that you would do well in avoiding falling into a similar pattern of foolish assumptions.



Atlas @DentesLeo · 27 juil.

Trying hard to maintain a conversation flowing diminishes your social value : You are too available.

Make people work hard for your attention.

Get comfortable with **silence**.

Silence is the verbal equivalent of taking the high ground in battle; most people are uncomfortable with silence, especially in the presence of others, and they'll usually continue to talk as long as you continue to hold your tongue.

It is also true that most people have a very limited script, and when your silence prompts them to extend beyond their talking points, they'll often reveal information they would not otherwise share.

If you can resist the urge to flap your lips, then you'll allow other people to draw you a map to their vulnerabilities while sharing nothing of the sort in kind, and they'll think you a charismatic man of great wisdom.

When a subject is high in agreeableness, extroversion or an "over explainer" this strategy's effectiveness is compounded. Highly agreeable types would rather reveal the combination to the treasure than allow the burglar to feel slighted by poor social graces.

Extroverts can't help but narrate their own lives, and they'll be happy to reveal their life story without interruption while appreciating you for your listening skills. Over explainers will take your silence as an acknowledgement of your incomplete understanding, and they'll seek to rectify your ignorance while noting your willingness to learn.

Note that this is one of the primary vulnerabilities of extroverted people in their bids for power. Their powerful compulsion to share the details of their lives can often lead them to reveal compromising details about themselves and others. Your silence will only amplify this tendency.

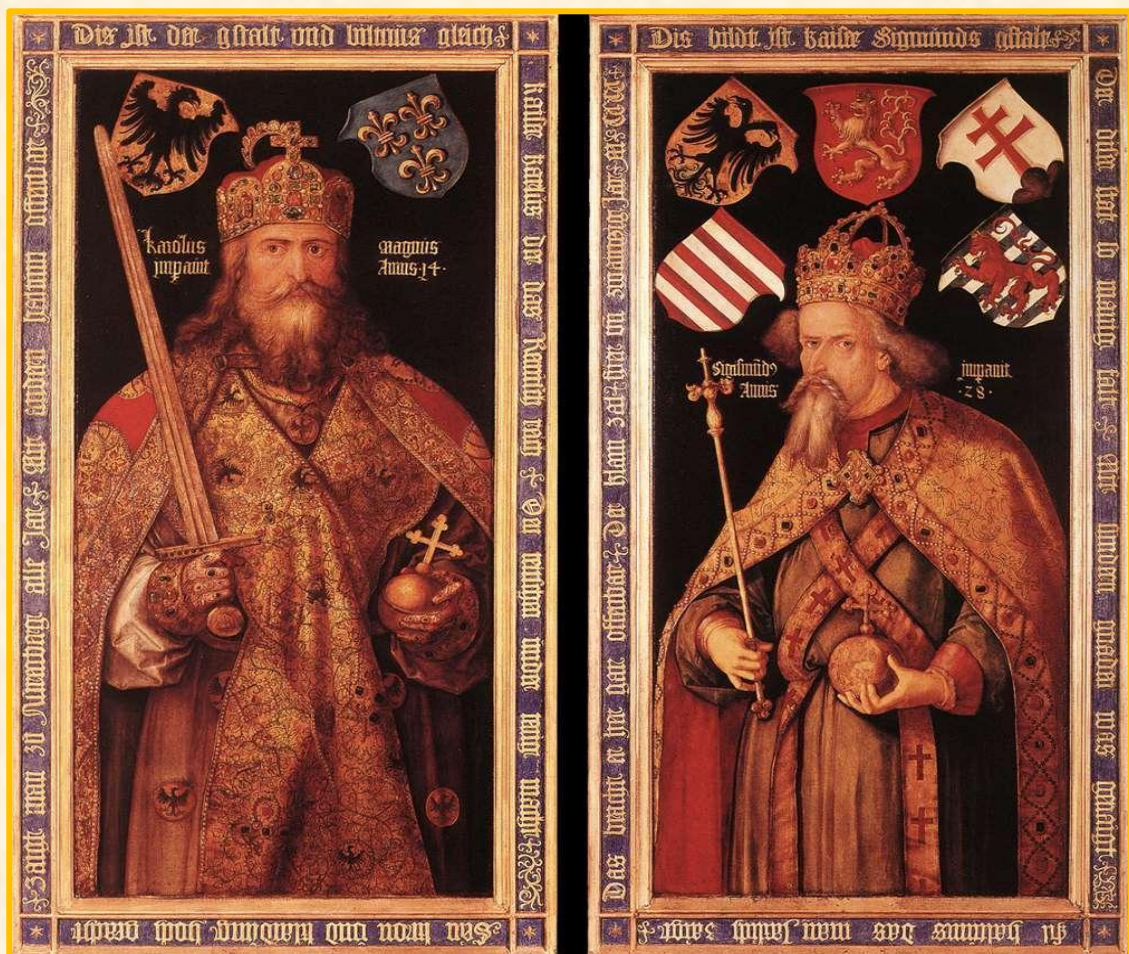


# COERCION BY COHERENCE

A hypocrite is hated by all, especially other hypocrites.

People want their actions to be in line with their words, or at the very least to appear to do so, and this desire is universal. Coherence in this context is the state of alignment between thought, speech and action and it the backbone of a man's reputation.

The congruent man says what he does and does what he says.



The desire to embody this virtue opens many avenues of manipulation to the skilled influencer.

The gaps, between who a person is and who they say they are & between who they think they are and how the world thinks of them, are filled with opportunities to nudge others into your service.

After all, young lord, who has never taken contradictory stances on an issue? Who's abstained from arguin against Monday's truth on Tuesday? Who has avoided all the behaviors in the darkness that they denounced in the light?

If you can discover the inconsistencies, you can show them to your target in a funhouse mirror, and manipulate the image to your advantage. They'll seek to rectify their marred self-image, and you'll be positioned as the gatekeeper to their success.

If you know the problem, you can sell the solution.

# THE MIRROR EFFECT

This is a very old technique.

In fact, it's so old that it predates the human species.

A large portion of the human behavior puzzle is pieced together by mimicry which is intrinsically tied to social acceptance.

One will tend to mimic those around them as a way of signaling shared allegiance.

This helps members of a tribe or clan signify that they are adhering to the rules of behavior expected of them, particularly in questions of morality and communal charity.

People can't afford to be poorly regarded within their own tribe, especially when environmental risk factors are dire, so they will comply with the demands of the group rather than face the consequences of being shunned or targeted for public punishment.

By showing solidarity ("Look guys, I'm one of you!") you seek to secure the protection and distinction granted to a member of "US" rather than the malice and distrust of "THEM."

***-Humans like to do good, especially when someone else shows the way-***  
***-Humans like to do good, especially when someone else is watching-***

The mirror effect is reinforced by charisma and prestige, because those we seek to imitate are often those in possession of resources, relationships or results which we desire, and the dream of joining the ranks of our heroes is a potent psychological force; people build a sense of connection with their idols by mimicking aspects of their lifestyles. Whether the connection is real or imagined -usually imagined- the fact that a person FEELS a sense of connection is a lever of influence employed by marketers and politicians across the globe.

Celebrities rake in six and seven figure paydays to attach their name and face to one product or another; "if my preferred celebrity wears this cologne, then I'll wear it too, and that makes us the same.



If you already have the prestige, then putting forward a certain image will draw others to mimic the behaviors you've highlighted. If you're working in the background, then learning to leverage current trends and getting your concerns into the hands of the *célébrité du jour*.

The mirror effect can also be applied in another direction:

Make people feel connected to you by mimicking their behaviors, mannerisms, rhythms and other patterns. It is a good way to make them feel close to you, and thus, build trust. However, obvious mimicry is often taken for mockery, and will engender great resentment. As a precaution, young lord, be sure to apply a subtle hand as you seek to build rapport and connection through mirroring.

*“They tell you to network, but they never tell you how.”*





## EXCLUSIVITY AND RARITY

*What is rare is, de facto, expensive.*



Even the illusion of obtaining or having access to something unique will drive many observers to abandon the orderly and intentionally planted gardens of logic and reason, drawn instead into the tangled and thorny thicket of irrational passion for exclusivity and status.

Exclusivity is the prime driver behind many of the most lucrative niches of commerce in the world.

Whether it's da Vinci's *Salvator Mundi*, the luxury yacht *Eclipse*, a bottle of Billionaire Vodka or the caviar from an Iranian albino beluga sturgeon, the hyper-rich are willing to part with a substantial portion of their fortunes just to own or participate in exclusivity and novelty.

It's the draw of elitism for the few, and the drive of envy or frustration for the many, which creates great tension through exclusion. Money, influence and status are all up for grabs in the exclusivity game.

There are also those drawn in by the lure of esoteric knowledge, divine mysteries or secret combinations who will pay dearly in treasure and service to be initiated into your clandestine organization and indoctrinated into the one true faith with it's special knowledge of the paths to power.

Marketing tactics like "exclusive tools," "VIP access," "ancient secret knowledge" and "private networks" are all examples of how to create the illusion of exclusivity. There is ego and narcissism across the board, and the wise tactician creates nested layers of exclusivity to harvest maximum advantage across the various strata of wealth and influence.

It also seems worth mentioning, young lord, that exclusivity need not be fraudulent. Indeed, the ability to curate and filter your relationships and networks based upon capacity, wealth, intelligence and other winnowing factors will allow you to gather superior people to your cause.

You would also do well to remember that you have the ability to create the conditions of exclusivity within your own mentality, and to draw yourself towards your intentions by anchoring your narrative to the series of actions necessary for the attainment of that which you seek.

In other words, young lord, you can compel yourself to action by envisioning yourself in a position of great privilege and feeding upon the envy of your imagined self.

In still other words, you can use imaginary envy to fuel actual action.



Atlas  
@DentesLeo

Owning something rare creates the illusion of being exceptional.



## CHALLENGES

People put themselves in disastrous positions willingly, allowing themselves to be drawn into stupidity and danger rather than letting their egos suffer the ignominy and injustice of besmirchment.

*-A challenge is the best way to bait a fool-*

Challenges can be a very subtle yet powerful way to shape perceptions and govern outcomes, and given the right set of circumstances (which you can engineer to a certain extent) you can loop nearly anybody into the noose of your influential gallows.

However young lord, I caution you to heed me here:

You are far more susceptible to this form of manipulation than you know. Learn to recognize the pattern of ensnarement so that you can guard yourself against being drawn into a trap by dint of your incautiousness and ignorance.

The insidious nature of manipulative challenges is that they are motivating whether the manipulative nature of the challenge is known by the target or not.

There is a prideful impulse that must be reckoned with, one way or another, when the egocentric equilibrium experiences the turbulence of a challenge.

While a certain minimum level of intelligence is required to perceive the challenge-as-coercion scenario in real time, it's less a question of capacity so much as it's one of vigilance.

You must remain vigilant, keeping an eye on your motivations to ensure you're not being drawn away from your own best interests by the subtle maneuverings of an invisible opponent.

There is an ancient and atavistic drive to accept and accomplish difficult challenges underlying this vulnerability -a man who can be depended upon to slay a dragon can be depended upon in general- which, when embraced, can produce great rewards of influence and reputation.

You would do well to remember that fact.

The clever man learns to cast the illusion of a dragon so that he may engineer the consequences of its slaying to his advantage. Those that issue the challenge claim the high ground, and the terms of the battle (should the challenge sink its hooks into your target) will be wholly dictated by the psychological significance of your challenge.

You're tapping into the ancient and universal power held within the Rite of Passage.

Engineer your challenges, when you can, so that all of the likely outcomes are to your advantage; heads I win, tails you lose.

The rite itself be advantageous to you, and the passage should lead the initiate into an environment in which your benefit is an imperative.

Those who are struggling with their sense of belonging and those who feed upon praise are particularly vulnerable to this line of leverage.

Learn to sniff out insecurities and reckless approval-seeking behavior to find likely targets.

Nobody who has not withdrawn into hermitude is immune to this technique.

It is tethered into the time before history and rooted in survival; humans who lack positive social connection are profoundly and existentially vulnerable both psychologically and corporeally.

If you don't have good relationships with other people, you'll lose your mind or lose your life or both.

If you're smart, you'll leverage this existential dread to power your ascent and few will be capable of opposing your rise.

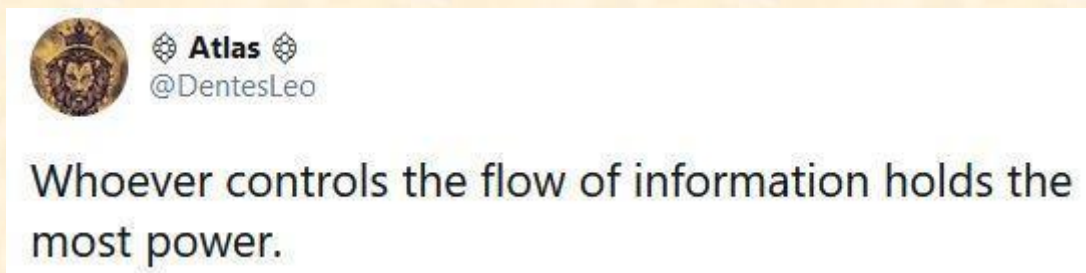




## PARTIONNING SOCIAL SYSTEMS

*-Make your plans as complex as necessary,  
but no more than necessary, with instructions  
simple enough for a 5-year-old-*

You must excel in the art of partitioning social systems. It all starts with a simple principle:



Intelligence agencies use the technique of social system partitioning for security reasons; groups and individuals can be tasked with specific pieces of the broader puzzle, or fed only relevant information, as a means of keeping the big picture invisible even to the ones painting it.

This allows you to control the logistics of intelligence, influence and industry alike. If you're attentive and careful, you'll be the solitary central node at the intersection of the various branches of social influence you've managed to grow.

You deal cards, and you deal them to who you like. If you're exceptionally successful, you'll be dealing blank cards that mean whatever you say they mean.

Many business and professional development books take an oppositional stance to this practice, describing it as detrimental to the “company culture” or the “well-being of the organization.”

The reality on the ground, young lord, is that you ARE the organization. Do not compromise your personal power for some imagined communal good, the reality of which is neither likely nor entirely under your control.

Instead, look for the surest path the personal victory and bring your own partitioned teams of loyal and leveraged assets along for the ride.

Allow no one to surpass you in terms of intelligence and executive power.



## THE ILLUSION OF FREE WILL

Humans accept a consented action more durably than an imposed one. The more an individual believes he is free about his choices, the more influenceable he is.

It is sufficient to tell your subject “you are free to accept or not...” for him to offer voluntary obedience.

Humans accept their conditions with a great deal more equanimity, and sometimes even enthusiasm, when they believe that they’ve arrived within those conditions as a consequence of their own choices.

To state it simply, people like to feel as though they’re free to choose rather than compelled to act.

The more freedom of choice an individual perceives, the easier they are to manipulate. The sense of unrestrained freedom has a tendency to lower defenses and placate the watchdogs, allowing the free spirit to be gently guided into just about anything.

The psychological domination and murderous manipulation orchestrated by Charles Manson, plying his (allegedly) CIA-trained manipulation skills upon the maxxed-out-trait-openness freedom-loving hippies of the Haight-Ashbury scene during the 1960’s, provides an exceptional example of how potent the manipulation of your target’s sense of free will can be.

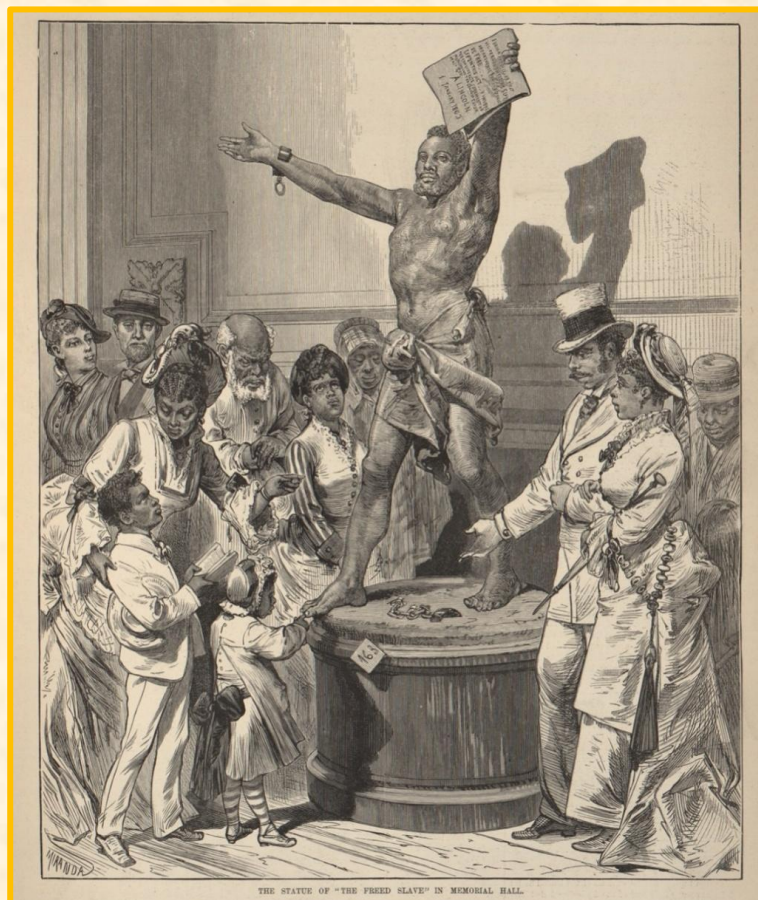


Maintaining the illusion of free will is critical to high-level persuasion. People balk at demands, and will stubbornly refuse to move another step like an ornery mule if they sense that you're trying to force them into something against or without regard to their will. This concept can be effectively summarized by understanding that most people operate under the following premise:

A decision is only a good decision when it's my decision.

They'll do what you want when you help them believe that it's what they wanted all along, and you're actually working for them rather than the other way around. If you can consistently protect their sense of self-importance then the occasions which require you to be outright coercive will be few and their importance obvious, thus far more likely to produce results and far less likely to create permanent animosity.

The more your good ideas wear the mask of somebody else's good ideas, the more you'll be able to guide the actions of the "free men" for whom you act as a prime facilitator.



## FAKE CONFESSIONS

This technique takes advantage of the reciprocity effect and the careful crafting of weighted confessions to encourage your target to reveal incriminating and actionable intelligence in return for your fabricated or harmless revelations.

Faking confessions build obligation through the reciprocity effect and builds trust through a sense of solidarity or shared secret knowledge.

Obligation and trust are the cornerstones of all human interaction.



You'll be able to influence your subject by leaning on the facade of mutually assured destruction you built around your fake secrets, giving you the upper hand in all negotiations and other dealings because you won't share their sincere concern over the integrity of their secrets.

*-Trust calls for trust-  
-Trust me?! Trust me?! I got a better idea,  
how about, TRUST YOU!-*

# Young Lord,

## A last word...

You wouldn't have found your way to me, would not have opened my cover nor read my pages, if you did not have the pressing need to win -to dominate-steering your will and drawing your focus.

The same handful of trite platitudes pulled out of context from the works of the same handful of authors being rehashed and regurgitated in pseudo-Machiavellian strategy books, pencil-necked academics' treatises on influence or negotiation and from the feeds of low-level social media accounts (Twitter in particular) are tiresome and a distraction.

Hell, even "The Prince" lacks actionable and clear indications about how to climb the power ladder.

Remember that I am but a tool to use to attain your goals.

The tools and tactics on my pages have been tried and tested across time, through the many incarnations of social domination which have taken root within the minds of humanity from time to time, and also by the very hand of your loyal Vizier the mind of whom this book is crafted from.



I have put these tools to the test myself, over time, and I can attest to their power. Their power is now your power, but remember, I am but a tool -a metatool, for my pages hold many tools- which you are to put to use in the attainment of your goals.

Reality is the final arbiter of value, and after everything you've learned from me, you should know that I expect you to put my claims to the test rather than accept them as unexamined truth. Yet, some things change very little within the hearts of men, and most of them are detailed my pages.

**This material is to be used with caution and tact. Be intentional and intelligent in the application of your newfound knowledge. A dumb Machiavellian wannabe or feckless politico will only get themselves into trouble with a half-assed approach to the skills I've shared; leverage context, make surgical strikes, run high-revs on your OODA loops (Observe - Orient- Decide - Act) and you will thrive.**

In a world where physical coercion is inefficient (you can neither shine in society nor raise your status above the plebs if you are in jail or an invalid...or dead), a new paradigm of action is becoming more and more important.

The days of assassinations and violence being used to solve your problems are mostly over, with notable exceptions in places best avoided by any -young lords included- unprepared to face and deal death as a way of life, and so the battles of power and influence are mostly fought with psychological weapons.

Psychological warfare has become, in most situations, the only weapon available to defend your interests. It is my hope that this book provides you with the basis and basics to carry you forward to great success and that you'll continue to educate yourself and develop your own system in your bid for ascendancy.

If you've paid close attention to the material in this book, and you apply it skillfully, you'll erase the sense of free will and the ability to choose from the minds of your targets. They'll be so thoroughly boxed in by your designs that they'll have no other option but to do as you wish.

The subject won't even see themselves becoming incapable of choosing from the relatively normal, wise, or balanced spectrum of decisions present in their day-to-day lives, even so, they'll have been unknowingly manipulated by your coordinated technical processes.

The cumulative effect of these processes can be an even more effective form of undue influence than pain, torture, drugs, brutal violence and physical or legal threats.

Coercive mental frameworks are behavioral restructuring programs that utilize mental power in a coercive manner to cause the subject to absorb and act upon a philosophy or assigned arrangement of convictions, thoughts, demeanors, and practices.

The basic technique utilized by the administrators of these projects is to deliberately choose, arrange, and organize various kinds of coercive impact, tension, and stress-delivering strategies over ceaseless timeframes. In such a program the subject is compelled to adjust in a progression of modest undetectable steps.

The best puppets have invisible strings.

Each minor advance is sufficiently small as to escape detection by the subjects. They won't see the adjustments in themselves or distinguish the coercive ideas behind the levels being pulled within them.

You're knocking them off balance constantly, and from every direction, with the smallest nudges possible to ensure a constant state of discomfort and imbalance. This makes your target easy to exploit.

Your targets will rarely even see the curtain, much less look behind it, and by the time the few who were brave and smart enough to take a look get around to it, all they'll see are your footprints leading to the top of the mountain.

It's a long way to the pinnacle of power, and the journey is fraught with danger and intrigue, but those who reach it will prove their greatness.

When you get there, young lord, I'll be waiting.

Be well until that day, and may it be soon.

Your loyal Vizier,

*Atlas*